



# Technical Data on Typologies of Interventions in Knowledge Exchange and Enterprise Network (KEEN) projects

An analysis of the typologies and hierarchies of interventions applied within KEEN projects funded by the European Regional Development Fund and managed by the University of Wolverhampton



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## 1.1 Introduction

This technical data report is an addendum to the typology and hierarchies of intervention report, which provides an analysis of the type and range of business interventions provided through the Knowledge Exchange and Enterprise Network (KEEN) programme to SMEs in the West Midlands region.

There were 126 KEEN projects in total, through which a range of business interventions were provided to the participating companies. KEEN assisted around 100 SMEs through 126 projects, and provided 617 interventions overall. The projects were managed by six the university partners: the University of Wolverhampton, Coventry University, Aston University, Birmingham City University, the University of Worcester, and Staffordshire University.

### **Technical Dataset 1: Level 3 Hierarchy of Intervention**

This provides an analysis of KEEN interventions per project, for the 126 KEEN projects. It provides information on the project business support provided, which represents level 3 in the hierarchies of intervention, main interventions, and classifications.

### **Technical Dataset 2:**

Dataset 2 provides information on the main areas of intervention per project for all 126 projects.

### **The typology of intervention is made up the following reports:**

- Typology of Intervention
- Technical Data on Typologies of Interventions (this document)

## 2.1 Technical Dataset 1: Analysis of KEEN business interventions in individual projects

Project Ref	Proposed Project	Business Support – Level 3 (This information was collated from the proposed project, expected outcome, identified skills gap, and main reason for KEEN Intervention)	Main Intervention	Strategic	Tactical	Operational
KEEN/042/A (COV)	The company wishes to identify and evaluate further time efficiencies in the computer aided design [CAD] process, by semi-automating with specific tasks, based on software add-ins. This requirement is even more important when the company introduces a new electrode sparking machine over the upcoming months, placing further demands on their limited resource. The project may also suggest improved efficiencies to the management of digital data from client, through design and into shop floor.	<ul style="list-style-type: none"> <li>• Research and development [1]</li> <li>• Improve efficiencies [4]</li> <li>• Identify and evaluate time efficiencies in computer assisted design [1] [2]</li> <li>• Part automation of specific tasks through software or add-ins [enhancement]. [4] [2] [3]</li> <li>• Assist and plan-ahead of company introduction of new electrode sparking machine [1]</li> <li>• Plan for future growth [6]</li> <li>• Increase company capacity for growth[6]</li> <li>• Improve efficiencies and management of digital data [5]</li> <li>• Integrate design function onto the shop floor [2] [4]</li> <li>• Build market and software knowledge of CAD and modern software systems [7]</li> <li>• Build relationship with local motorsport supplier[8]</li> <li>• Provide opportunity for experience and employment of a local graduate [KT]</li> <li>• Improve links and working relationships with local industry [8]</li> <li>• Fill knowledge gap – due to skill shortage in tooling manufacture for automotive, motorsport and aerospace industry [2]</li> <li>• Knowledge transfer of skills to evaluate different technical software solutions [1]</li> <li>• Optimising the design of tools, patterns and electrodes [1] [2]</li> <li>• Implementation of software and integration into existing standard working procedures [2] [5]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. Computer aided design/manufacturing</li> <li>3. Product development</li> <li>4. Business process reengineering</li> <li>5. Business process improvement</li> <li>6. Business development and growth</li> <li>7. Strategic marketing</li> <li>8. Customer relationship management</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>





Project Ref	Proposed Project	Business Support– Level 3	Main Intervention	Strategic	Tactical	Operational
KEEN/042/B (COV)	The development and implementation of a production planning and control system is essential for increasing the performance as well as the growth potential of company	<ul style="list-style-type: none"> <li>• Business process reengineering [1]</li> <li>• Effective production planning, scheduling and control systems [1]</li> <li>• Improve efficiencies, achieve rapid turnaround [1] [3]</li> <li>• Development of formal production procedures and systems to exploit the full benefits of the available resources [1] [3]</li> <li>• Increase performance and growth potential [4]</li> <li>• Computerization of manual process: change from time consuming manual scheduling system, to a computerized efficient planning and control system [2] [3]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business process reengineering</li> <li>2. Computerization of manual process</li> <li>3. Improve production and manufacturing processes</li> <li>4. Business development and growth</li> </ol>			<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support– Level 3	Main Intervention	Strategic	Tactical	Operational
KEEN/107/A <b>(COV)</b>	<p>Evaluation of classroom air condition The results will be compared with the internal environmental conditions of a school constructed to building regulations standards to establish the benefits delivered through the company's approach</p> <p>In this project the thermal comfort, visual comfort and air quality of 25-30 classrooms as well as transitional spaces [i.e. halls etc.] will be evaluated with soft and hard monitoring for a duration of 7 months. To assess the thermal comfort and indoor air quality, the 7 months monitoring will be carried out under the three seasonal conditions of heating season [Jan/Feb/March], cooling season [June/July] also free running mode [March/April/May]</p>	<ul style="list-style-type: none"> <li>• Research and development [1]</li> <li>• Skills and expertise [1]</li> <li>• Product evaluation and event study [2]</li> <li>• Evaluation of "Passivhaus" effectiveness in providing good internal environmental conditions while minimising energy consumption in schools, through study of the thermal comfort, visual comfort and air quality of 25-30 classrooms as well as transitional spaces [i.e. halls etc.] with soft and hard monitoring for a duration of 7 months [1] [2]</li> <li>• Assess the thermal comfort and indoor air quality, under the three seasonal conditions of heating season [Jan/Feb/March], cooling season [June/July] also free running mode [March/April/May] [1] [2]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. Product evaluation and testing</li> </ol>		✓	✓



Project Ref	Proposed Project	Business Support– Level 3	Main Intervention	Strategic	Tactical	Operational
KEEN/047/A (COV)	<p>Coventry University will provide technical, design and software expertise that does not currently exist in the company. The business will provide mentoring support which, when aligned with management, will provide the depth of knowledge required to complete this project and embed the knowledge</p> <p>The company does not have the expertise in the required disciplines for this project, the affiliate will work with the different departments of the company to assess their needs and with assistance from the Design Institute at Coventry University understand and implement the changes required</p>	<ul style="list-style-type: none"> <li>• Research and development [1]</li> <li>• Problem diagnosis [1]</li> <li>• Business process reengineering [2]</li> <li>• Provide technical, design and software expertise [3]</li> <li>• IT and project management assistance [4]</li> <li>• Project manager with sound project management methodologies with the ability to organise and plan resources [4]</li> <li>• Provide IT expertise and engineering design and back office Enterprise Resource Planning (ERP), Material Requirement Planning (MRP) systems [3] [4] [5]</li> <li>• Computerization of manual process – replace the existing, outdated, pen and graph paper method to a computerized enhance method, to maintain market share and preserve jobs [2]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development <ul style="list-style-type: none"> <li>- Problem diagnosis</li> </ul> </li> <li>2. Business process reengineering <ul style="list-style-type: none"> <li>- Computerization of manual process</li> <li>- Business process improvements</li> </ul> </li> <li>3. Computer Assisted Design</li> <li>4. Project management</li> <li>5. Enterprise resource planning / Material requirement planning (ERP/MRP) System</li> </ol>		✓	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>



Project Ref	Proposed Project	Business Support– Level 3	Main Intervention	Strategic	Tactical	Operational
KEEN/057/A <b>(COV)</b>	<p>An online marketing agency with a software application prototyped requires support to bring it into production. The software is a marketing management and intelligence system specifically aimed at the online marketing community of agencies and corporate digital marketing manager</p> <p>The strategic aim of the project is to be able to offer multiple option data collection to end users. Data can be collated by the client companies on a daily, weekly or monthly basis, each with its own cost base. Initially, this service will be offered to agencies that use big data, to identify key words and sites that are being used, identifying peaks and troughs and popular sites. Targeting agencies with multiple clients will increase profitability and growth, as will using different platforms for client companies to access this information</p>	<ul style="list-style-type: none"> <li>• Product launch [3]</li> <li>• Commercialization of a marketing software application prototyped [3]</li> <li>• Fill skills gaps in the design and development functions required to build software [2]</li> <li>• Utilise university resource to support the development of the project in the areas of: knowledge of business process mapping, practical expertise in the development of web services utilising open standards, development of web-based and native apps for popular smartphone platforms [1] [2]</li> </ul> <p>Specialist skills required [1] [2]:</p> <p>Phase 1</p> <ul style="list-style-type: none"> <li>• Server Experience [LAMP plus SSL certificates]</li> <li>• Database manipulation [MS SQL, MySQL and SQLite]</li> <li>• Scripting language knowledge [PHP or equivalent]</li> </ul> <p>Phase 2</p> <ul style="list-style-type: none"> <li>• In-depth understanding of mobile devices and technology</li> <li>• OOP Design Patterns</li> <li>• Mobile interface design skills</li> <li>• Smartphone app development [objective-c, C++, C, Java]</li> <li>• Test-driven development experience</li> </ul>	<ol style="list-style-type: none"> <li>1. Product Development</li> <li>2. Software Programming and application development</li> <li>3. Product Commercialization</li> </ol>		✓	✓  ✓

Project Ref	Proposed Project	Business Support– Level 3	Main Intervention	Strategic	Tactical	Operational
KEEN/078/A (COV)	<p>The company has been asked to support a “Special School” to provide assessment of people with a learning disability [PWLD], and to train them to support others to communicate better with PWLD</p> <p>The project would bring an increased income in the company, and the money from the KEEN would enable the company to employ a graduate occupational therapist to undertake the above work</p>	<ul style="list-style-type: none"> <li>• Skills and Expertise</li> <li>• Professional support of Special School with assistance to carry out training, support and assessment of learning disability</li> <li>• Provide training to aid better communication with people with learning disability</li> <li>• Expertise of a qualified occupational therapist with knowledge and experience of learning disability</li> </ul>	<p>Professional Support</p> <ul style="list-style-type: none"> <li>- Occupational therapist</li> <li>- Learning disability diagnosis</li> <li>- Diagnosis training</li> </ul>			✓



Project Ref	Proposed Project	Business Support– Level 3	Main Intervention	Strategic	Tactical	Operational
KEEN/059/A (COV)	To design a platform that allows users to socially map places of importance	<ul style="list-style-type: none"> <li>• Product development [2]</li> <li>• Skills and expertise [1]</li> <li>• Software application development [1]</li> <li>• C++ software programmers to assist in the development and monetization of a social mapping platform [1] [2]</li> <li>• Product launch [3]</li> </ul>	<ol style="list-style-type: none"> <li>1. Software Programming and Application Development</li> <li>2. Product Development</li> <li>3. Commercialization and product launch</li> </ol>	✓	✓	✓



Project Ref	Proposed Project	Business Support– Level 3	Main Intervention	Strategic	Tactical	Operational
KEEN/059/B <b>(COV)</b>	We are in the business of software development. Specifically to design a platform, which will be used by users to 'socially map' places of importance. We are developing novel and cutting edge data structures to drive our system	<ul style="list-style-type: none"> <li>• Product development [2]</li> <li>• Product launch [3]</li> <li>• Skills and expertise [1]</li> <li>• Software development [1]</li> <li>• Design a platform, which will be used by users to 'socially map' places of importance [2]</li> <li>• Develop novel and cutting edge data structures to drive business system [2]</li> <li>• Development of custom algorithms and Application Programming Interface [APIs] in order to move onto the release version [2] [1]</li> <li>• Create a truly unique and immersive customer experience [2]</li> <li>• Development of custom web service APIs to deliver the data to the client application [app] – develop web base applications [app] [1]</li> <li>• Support the training needs of the expanding development team [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. Software Programming and Application Development</li> <li>2. Product Development</li> <li>3. Commercialization and product launch</li> <li>4. Staff training and development</li> </ol>	✓	✓	✓

Project Ref	Proposed Project	Business Support– Level 3	Main Intervention	Strategic	Tactical	Operational
KEEN/068/A <b>(COV)</b>	To achieve cost benefit and adopt a more versatile approach with the added benefit of commercialisation. The project would involve Coventry University and the company's collaboration, undertaking a range of activities from equipment design to laboratory treatability studies and field trials as well as the assessment of the field performance, and possibly development of quality analysis and control software too	<ul style="list-style-type: none"> <li>• Research and development [1]</li> <li>• Product development [2]</li> <li>• University and business collaboration for product development [2] [5]</li> <li>• Develop ground improvement technique for the British construction industry and abroad [2] [3] [4]</li> <li>• Consultancy and advice: provide advisory, design, soil testing, project management, site trials and installation of soil mixing works [5] [4] [6] [7]</li> <li>• Product enhancement – introduce the use of a company's proprietary approach, which is a more cost effective and versatile approach [2] [4]</li> <li>• Product launch and commercialization [8]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. Product development</li> <li>3. Business process improvement</li> <li>4. Business process development</li> <li>5. University consultancy and advice</li> <li>6. Project management</li> <li>7. Product evaluation and testing</li> <li>8. Commercialization and product launch</li> </ol>	✓	✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓

Project Ref	Proposed Project	Business Support– Level 3	Main Intervention	Strategic	Tactical	Operational
KEEN/101/A <b>(COV)</b>	<p>The company wishes to adopt technologies and processes to meet the minimum Level 2 Building Information Management (BIM) requirements for 2016</p> <p>Project management and marketing. “Whereas we understand the growing importance of BIM, many of our clients and potential clients are not yet aware of the full implications. We need help in not only bringing BIM to the forefront but also help in how to educate our clients. We also need to understand the government’s Low Carbon Agenda and how this fits with BIM and Soft Landings” <i>Company</i></p>	<ul style="list-style-type: none"> <li>• Skills and expertise [3]</li> <li>• Business sustainability and growth [3] [4]</li> <li>• Business process reengineering [1]</li> <li>• Compliances with new regulation [3]</li> <li>• Adaptation of business model to new changing industry standards [3]</li> <li>• Lower costs in accordance with the government’s Construction Strategy published in 2011 [3] [4]</li> <li>• Implement holistic approach requiring ‘collaborative 3D Building Information Management [3] [5] [6]</li> <li>• Computerization of manual process – with all project and asset information, documentation and data being electronic on all projects by 2016 [1] [7]</li> <li>• Change in process and adoption of technologies and processes to meet the minimum Level 2 BIM requirements by 2016 [1] [5] [6] [7]</li> <li>• Business support – enable business to comply with Government regulation regarding Building Information Modelling [3]</li> <li>• To understand the government’s Low Carbon agenda and how this fits with BIM and Soft Landings [6] [8]</li> <li>• Educate customers on changing BIM rules [6] [8].</li> </ul>	<ol style="list-style-type: none"> <li>1. Business process reengineering</li> <li>2. Improve production and manufacturing processes</li> <li>3. Compliance with new government construction regulations</li> <li>4. Business sustainability</li> <li>5. Implement new IT system</li> <li>6. Implement 3D Building Information Management (BIM) System</li> <li>7. Business process improvement</li> <li>8. Customer relationship management</li> </ol>	✓	✓	✓



Project Ref	Proposed Project	Business Support– Level 3	Main Intervention	Strategic	Tactical	Operational
KEEN/121/A <b>(COV)</b>	Coventry University will provide teaching expertise and advise on expanding the range of training that the company offers. The university will also provide expertise in the field of ethnographic film-making to allow the company explore and expand into this niche market	<ul style="list-style-type: none"> <li>• Business sustainability and growth [2]</li> <li>• Skills and expertise [1]</li> <li>• Business development [2]</li> <li>• Acquisition of new clients [2]</li> <li>• Consultancy and advice: revitalized business with new ideas and inspiration for growth [1] [2]</li> <li>• University to provide teaching expertise and advice on expanding the range of training that company offers [1]</li> <li>• The university will also provide expertise in the field of ethnographic film-making to allow the company to explore expanding into this niche. Designer/ branding specialist, plus graphics and film after-effects. Dedicated photo and video editor [3] [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. University consultancy and advice</li> <li>2. Business development and growth</li> <li>3. Designer specialist – graphics and film after effects</li> <li>4. Business process improvement</li> </ol>		✓  ✓ ✓	✓   ✓ ✓

Project Ref	Proposed Project	Business Support– Level 3	Main Intervention	Strategic	Tactical	Operational
KEEN/099/A <b>(COV)</b>	<p>Due to continued expansion and demand for company's services, they require a Mechanical and Engineering [M&amp;E] graduate to support their broad and varied project portfolio</p> <p>The graduate is to work with existing team and help company to deliver detailed designs for M&amp;E systems for buildings and renewable energy systems</p>	<ul style="list-style-type: none"> <li>Skills and expertise [1] [2]</li> <li>Mechanical Engineering graduate to support broad and varied project portfolio [2]</li> <li>Deliver detailed designs for M&amp;E systems for buildings and renewable energy systems [2]</li> <li>Fill skills gap in building services systems [2]</li> <li>Prepare for the introduction BIMM [Building Information Modelling and Management] [2]</li> <li>Construction design, project management, project processes, and information management across design teams [1] [2] [3]</li> <li>Quality control of services provided. [4] Grow business, increase and retain profit, provide a holistic service to clients [6]</li> <li>Maintain competitive edge, to provide a full design service for the M&amp;E elements of the building [1] [2]</li> <li>Increase the resilience and flexibility of the organisation, improve revenue streams, and improve financial stability [6]</li> </ul>	<ol style="list-style-type: none"> <li>Construction design (product development)</li> <li>Design systems for building and renewable energy systems, Building Information Modelling Management (BIMM)</li> <li>Business process improvement</li> <li>Quality control</li> <li>Project management</li> <li>Business development and growth</li> </ol>		✓	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support– Level 3	Main Intervention	Strategic	Tactical	Operational
KEEN/099/B <b>(COV)</b>	<p>Due to continued expansion and demand for our services we are looking for a graduate to support our building physics team</p> <p>The graduate will work with our team and help us to develop our service offering design support to architects designing low carbon buildings from a fabric first approach. The graduate will support our building modelling and model buildings</p>	<ul style="list-style-type: none"> <li>• Skills and expertise [3]</li> <li>• Building physics expertise [3] [4]</li> <li>• Grow service offerings</li> <li>• Design support for architects designing low carbon buildings from a fabric first approach [3] [6]</li> <li>• Assist the building modelling using IES and PHPP to model buildings [5] [6]</li> <li>• Research and development [2]</li> <li>• Knowledge transfer to in-house team [2] [3] [4] [5]</li> <li>• Quality control of services provided [7]</li> <li>• Business growth, increase and retain profit, provide a holistic service to clients, maintain competitive edge, to provide a full design service for the M&amp;E elements of the building. Increase the resilience and flexibility of the organisation, improve revenue streams, and improve financial stability. Develop the skills base of the company, ensure that the design and simulation process are developed within established quality processes [8] [3] [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business process reengineering</li> <li>2. Business process innovation</li> <li>3. Architectural design of low carbon buildings from a fabric first approach</li> <li>4. Building physics expertise (product development)</li> <li>5. Building modelling</li> <li>6. Innovation</li> <li>7. Quality control</li> <li>8. Business development and growth</li> </ol>	✓	✓	✓

Project Ref	Proposed Project	Business Support– Level 3	Main Intervention	Strategic	Tactical	Operational
KEEN/088/A <b>(COV)</b>	The purpose of the project is to define measure, analyse, improve and control the customer relationship processes, specifically with regard to management of the routing and drivers	<ul style="list-style-type: none"> <li>• Process improvement [1]</li> <li>• Logistic planning [4]</li> <li>• Skills and expertise [7]</li> <li>• Customer relations management [2]</li> <li>• Define, measure, analyse, improve and control the customer relationship processes [1] [2]</li> <li>• Management of the routing and drivers [3][4]</li> <li>• Identify and develop practical and commercial solutions that optimise the relationships with clients and delivery partners [6]</li> <li>• Analysis and understanding of the distribution processes [3] [4]</li> <li>• Practical engagement with suppliers and operators [2] [6]</li> <li>• Provide solutions and support for current customers [2]</li> <li>• Intellectual capital/ knowledge transfer for future projects [8]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business process improvement</li> <li>2. Customer relations management</li> <li>3. Operations management</li> <li>4. Logistic planning</li> <li>5. Supply chain management</li> <li>6. Business account management</li> <li>7. Skills and expertise</li> <li>8. Intellectual capital/ KT for future projects</li> </ol>		✓	✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/097/A (COV)	The proposed project will focus on the development of new products “Self Configurable PV kits” to utilize an innovative approach in creating low carbon and easy energy supply for temporary and permanent housing in the UK. The project will explore the commercial application of the solar photovoltaics (PV) kits through innovation and adapting to the developing UK solar industry. Particularly, the focus will be on the purchasing of system components, testing, system operation and expanding the business through commercialization of the product within the UK market	<ul style="list-style-type: none"> <li>• Research and development [1]</li> <li>• New product development of “Self Configurable PV kits” [2]</li> <li>• Innovation and improvements [3] [4]</li> <li>• Innovative approach in creating low carbon and easy energy supply for temporary and permanent housing in UK [3] [4]</li> <li>• Skills and expertise [1]</li> <li>• Professional researcher in solar photovoltaic design [1]</li> <li>• Product development [2]</li> <li>• Simulation and testing for developing studies on energy performance of a new PV kits to be used in new business plan [5]</li> <li>• Business growth</li> <li>• Explore the commercial application of the solar PV kits through innovation and adapting to the developing UK solar industry [7]</li> <li>• Market research on the purchase of system components, testing, system operation and expanding the business through commercialization of the product within the UK market [5] [7]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Business process improvement</li> <li>4. Product innovation and Improvement</li> <li>5. Product evaluation and testing</li> <li>6. Market research</li> <li>7. Product commercialization</li> </ol>	✓		✓
				✓		✓
					✓	✓
						✓
					✓	✓
						✓

Project Ref	Proposed Project	Business Support	Main Intervention	Strategic	Tactical	Operational
KEEN/142/A <b>(COV)</b>	The project involves assisting the Customer Relations Management (CRM) team with the delivery and execution of client emails and managing client data. Another part of the project involves assisting the marketing manager with the promotional activities for Good Form and its two sister companies, Sports Wise and Membership Management Company. Other day to day responsibilities include: creating client case studies, writing news stories for the websites and also to increase Good Form's social media presence via Twitter, Facebook and LinkedIn	<ul style="list-style-type: none"> <li>Marketing management [1]</li> <li>Customer relations management [2]</li> <li>Delivery and execution of client emails and managing client data [2]</li> <li>Assistance with business promotional activities [3]. Managing client database [1] [2]</li> <li>Create client case studies, writing of news articles for publications on website, online and print media [1] [3]</li> <li>Grow company's social media presence via Twitter, Facebook and LinkedIn [4]</li> </ul>	<ol style="list-style-type: none"> <li>Marketing management</li> <li>Customer relations management</li> <li>Marketing promotional activities</li> <li>Social media and online presence enhancement</li> </ol>			✓  ✓ ✓ ✓



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/123/A <b>(COV)</b>	<p>The increasing emphasis on building services design driven in part by the need for energy efficiency and sustainability has meant a significant investment on the part of the company in compliant software and registrations with approved organisations</p> <p>The dependence on software [and the expertise required to use it] is set to increase as by 2015 the implementation of Building Information Management (BIM/REVIT) '3D modelling' is a government requirement for public sector projects</p> <p>3D modelling software, and the personnel to use it, is therefore crucial to the growth and development of the company. The implementation and integration of these systems will help us to strengthen our position with an already solid client base and provide an extensive growth opportunity into new markets</p> <p>The company propose to utilise Coventry University and a graduate affiliate to lead the full implementation and integration of a 3D modelling system from the installation of the software package, through the preparation of building model templates to the full design presentation</p>	<ul style="list-style-type: none"> <li>• Compliance with new government regulations regarding sustainability and CO2 emissions [1]</li> <li>• Business process reengineering [4]</li> <li>• Changes in building regulations and planning conditions [1]</li> <li>• Implementation and integration of a 3D modelling system [2] [3]</li> <li>• Preparation of building model templates to the full design presentation [2] [3] [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. Compliance with new government regulations</li> <li>2. Architectural design of low carbon emission buildings</li> <li>3. Building modelling (3D modelling system – product development)</li> <li>4. Business process innovation</li> </ol>	✓	✓	✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/111/A (COV)	The proposed project takes inflows of cost data accumulated in the business and creates a real time cost monitor to guide the pricing of bids for new work based on the experiences gained in past projects. The cost information resides in two specific but unconnected forms. A Sage Job Costing system records expenditure by parts and labours on past projects and is a guide to future costs. Daily supplier invoices received could provide guidance about inflation and again provide inputs to calculations for new work – backing up the Sage data	<ul style="list-style-type: none"> <li>• Business process improvement [1]</li> <li>• Financial analytical skills and expertise [2] [3]</li> <li>• Management and integration of financial data for better decision making[3]</li> <li>• Implementation of Sage Job costing systems for better data analysis and costing [4] [3] [2]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business process improvement</li> <li>2. Project management</li> <li>3. Financial analysis and management</li> <li>4. Implementation of new I.T system</li> </ol>			✓  ✓  ✓  ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/091/A <b>(COV)</b>	Company needed to review its current recipe of their 'key' product to advise its manufacturing team on best practice for the current line. For this project, we have a skill gap in chemistry, producing formulations and feed mixes, advising manufacturing on product issues, and offering technical assistance to sales on nutrients	<ul style="list-style-type: none"> <li>• Research and development [1]</li> <li>• A fully collaborative research relationship between university and firm [1]</li> <li>• Embedding the KEEN Affiliate in both the applied research culture of Coventry University Microbiology Consultancy [CUMC] and the practical business requirements of company [1] [2]</li> <li>• Product formulation, development and testing [2] [3] [4]</li> <li>• Design, mix, and analyse the major plant nutrients required in hydroponic plant growth [2] [3] [4]</li> <li>• Review current recipe of company's product and advise on manufacturing and best practices [1] [4] [5]</li> <li>• Fill skills gap in chemistry, produce formulations and feed mixes [1] [3]</li> <li>• Offer technical assistance to sales on nutrients [6]</li> <li>• Utilize university's excellent analytical facilities to facilitate the rapid quantitative verification of chemical feeds, and the uptake and fate of these chemicals by the plants [1]</li> <li>• Research and development - university academic team and the KEEN affiliate, will work with company in order to be informed about the past design history of hydroponic feeds [1]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. Product development</li> <li>3. Development of prototype product</li> <li>4. Product evaluation and testing</li> <li>5. Product improvement:</li> <li>6. Product commercialization</li> </ol>	✓	✓	✓

## WHAT TYPOLOGIES AND HIERACHIES OF INTERVENTIONS ARE IN A KEEN PROJECT?



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/015/A (COV)	Firm wishes to create a digital platform for its books to adapt to changing market conditions	<ul style="list-style-type: none"> <li>• Business process improvement [1]</li> <li>• Product development [2]</li> <li>• Skills and expertise [2] [3]</li> <li>• Development of digital book publishing platform [2] [3]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business process improvement (Information Technology)</li> <li>2. Product development</li> <li>3. Digital book publishing platform</li> </ol>		✓	✓  ✓  ✓



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/063/A (COV)	Need to develop data algorithms and increase capability of software to work on different mobile devices and operating systems	<ul style="list-style-type: none"> <li>Product development [1]</li> <li>Development of complicated data algorithms and increase capability of software to work on different mobile devices and operating systems [1] [2] [3]</li> <li>Programming skills and expertise [2]</li> <li>Commercialization [5]</li> <li>Product evaluation, implementation, evaluation and review [4]</li> <li>Capture new system requirements [1]</li> <li>Product improvement [1]</li> <li>Design new functions [1]</li> <li>Implement and test the new product [4]</li> </ul>	<ol style="list-style-type: none"> <li>Product development</li> <li>Software programming and application development</li> <li>Development of prototype product, services, or application</li> <li>Product evaluation and testing</li> <li>Product commercialization</li> </ol>	✓		✓ ✓ ✓ ✓ ✓





Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/063/B (COV)	Need to bring Mac software development in-house	<ul style="list-style-type: none"> <li>• Skills and expertise [1]</li> <li>• Product development [1] [2]</li> <li>• MAC software development [1] [2]</li> <li>• Design new functions and plan for implementation [2]</li> <li>• Implement and test the new product [3]</li> <li>• Commercialization [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. Software programming and application development</li> <li>2. Product development</li> <li>3. Product evaluation and testing</li> <li>4. Product commercialization</li> </ol>	✓		✓  ✓  ✓  ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/096/A (COV)	<p>Complete development of the tissue assays and then validate and provide a testing service. The company would like to recruit a research scientist [affiliate] to work alongside its founding scientist. The affiliate and the scientist will work together to complete the development of the tissue assays and then validate and provide a testing service over an 18-month period. Once development is complete the company will generate revenue through paid access to the service.</p> <p>The company would also seek technical expertise from an academic within Coventry University's Biomolecular Sciences Department. The project will involve development of the new heart contractility assay as follows:</p> <p>Working alongside the scientific founder and scientific consultant, the affiliate will isolate strips of tissue from otherwise waste organs provided by the Birmingham heart valve bank.</p> <p>From an extensive array of parameters, the team will develop the conditions required to produce data of suitable quality to meet the standard required. A robust data set will be generated.</p> <p>Working alongside pharmaceutical customers the service offering will be refined to deliver a high-quality product. The affiliate will maintain the service offering, refining the product and addressing problems as they arise until the service is considered validated by its customers and able to run semi-autonomously</p>	<ul style="list-style-type: none"> <li>• Research and development [1] [2]</li> <li>• Business development [4]</li> <li>• Project management</li> <li>• Skills and expertise [1] [2] [3]</li> <li>• Process innovation and improvement [3]</li> <li>• Identify a new method of assessing heart contractility that offers greater sensitivity, selectivity and increased output to describe drug effects in greater detail [1] [2] [3] [4] [5]</li> <li>• Complete development of the tissue assays and then validate and provide a testing service [1] [2] [3] [4] [5]</li> <li>• Enhance knowledge of cardiac muscle physiology and pre-clinical drug toxicity testing [1]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Product innovation</li> <li>4. Development of prototype product, services, or application</li> <li>5. Product evaluation and testing</li> </ol>	✓  ✓		✓  ✓  ✓



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/104/A (COV)	The company has to develop a ground terminal to control and display the video received from an aerial platform	<ul style="list-style-type: none"> <li>Product development [2] [3]</li> <li>Skills and expertise [2]</li> <li>Software development of graphical user interface [GUI] [2]</li> <li>Develop ground terminal to control and display the video received from an aerial platform, and customize for military use [1] [2]</li> </ul>	<ol style="list-style-type: none"> <li>Software programming and application development</li> <li>Product development</li> <li>Research and development</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/116/A <b>(COV)</b>	Develop control philosophies to optimise the company's hardware. Second phase is to develop control system philosophies mated to existing equipment	<ul style="list-style-type: none"> <li>Product development [1]</li> <li>Business process improvement [3]</li> <li>Develop control systems to utilize company's hardware, and integration with existing equipment [1] [2]</li> </ul>	<ol style="list-style-type: none"> <li>Product development</li> <li>Development of prototype product, services or applications</li> <li>Business process improvement</li> </ol>		✓	✓  ✓  ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/021/A <b>(COV)</b>	Our next innovation is to facilitate the use of a much higher percentage of 'Reclaimed Asphalt Planning's' [RAP] into new asphalt mixes used in surfacing materials for various classes of roads and highways	<ul style="list-style-type: none"> <li>Product development and innovation in the area of reclaimed asphalt, research and development, research the use of infra-red heating mounted to conveyors and / or mobile device [1] [2] [3]</li> <li>Business process improvement [4]</li> <li>Impact study of energy performance of mounted heating system, energy consumption per ton of RAP, potential energy and CO2 savings to be investigated in order to implement the technology at wider scale [1] [5]</li> <li>Implementation of detailed heat transfer and energy modelling of the proposed process [2] [3]</li> <li>To evaluate energy performance of new heating system [5]</li> <li>Provide scientific evidence through detailed data analysis for energy saving and CO2 mitigation potential [1]</li> <li>To access the potential of RAP reuse using RapfixTM additive [2]</li> <li>Usage of recycled material [1] [3]</li> <li>To dramatically reduce the carbon footprint as the lower temperatures in the mixes will more than halve the heating fuel requirements [3]</li> <li>The re-use of the old RAP will reclaim approx. 95% of crushed stone and 5% of bitumen which today has become an expensive commodity with ever increasing prices rises. RAP is currently classified as a waste but with our development and innovations this extraordinary fact will quite rightly become obsolete [2] [3] [4]</li> </ul>	<ol style="list-style-type: none"> <li>Research and development</li> <li>Product development</li> <li>Product innovation</li> <li>Business process Improvement</li> <li>Product evaluation and testing</li> </ol>	✓	✓	✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/031/A (COV)	<p>The company requires a Graduate Analyst Programmer with strong skills using C# programme and SQL, who is also willing to learn a proprietary 4th generation language, plus experience of the full project lifecycle and project methodologies such as RAD, Prince and Agile; to work as part of a team to deliver and support software upgrades of ERP and business intelligence products. This encompasses designing, building, implementing and testing the appropriate solutions. Additionally, they will be responsible for supporting Modus clients to solve their business requirements.</p> <p>The KEEN engagement enables development of additional modules to be achieved much faster, allowing us to get valuable new features to market sooner. Acumen enables clients who use popular accounting systems to interrogate their data faster and more easily than any current system available. The extensions give forecasting (business levels and cash flow), time management, quality control, and other functionality to the product, thus giving smaller business added advantage in the current economic climate</p>	<ul style="list-style-type: none"> <li>• Product development [1] [2]</li> <li>• Business process improvement [3]</li> <li>• Enhanced business data interrogation software product to assist with forecasting, cash flow, time management, quality control and other business functions [3]</li> <li>• Software upgrades of ERP and business intelligent products [1] [5]</li> <li>• Project management [4]</li> <li>• Increase competitive advantage [3]</li> </ul>	<ol style="list-style-type: none"> <li>1. Product development</li> <li>2. Software programming and application development</li> <li>3. Business process improvement</li> <li>4. Project management</li> <li>5. Enterprise resource planning systems</li> </ol>		✓	✓



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/031/B (COV)	This project extends the use of acumen to the mobile market, covering Windows, IOS and android based devices, together with SaaS opportunities and the licensing and security issues this raises. This now allows managers to have a finger on the pulse of the business wherever they are, and ensure security of all the information as well. It also enables other mobile employees to have direct contact with their base, and there are physical security additions to the technology as it is possible to track individuals and display their whereabouts on interactive maps	<ul style="list-style-type: none"> <li>• Product development [1]</li> <li>• Software programing [2]</li> <li>• Investigate the appropriate licensing delivery models for use on servers and mobile devices using Windows, IOS and Android based operating systems [3]</li> <li>• Design the conversion required for the current system to integrate with Silverlight for the core product and add-on modules [1] [2]</li> <li>• Enable management of concurrent connections from whichever device is in use [1] [2]</li> <li>• Design and implement Silverlight interface [1] [2]</li> <li>• Design and implement apps for Windows, IOS and Android devices [1] [2]</li> </ul> <p>Implement the most appropriate licensing model to cover core application and add-on modules [1] [2] [3]</p>	<ol style="list-style-type: none"> <li>1. Product development</li> <li>2. Software programming and application development</li> <li>3. Product evaluation and testing</li> </ol>		✓	✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/001/A <b>(COV)</b>	<p>Due to legislation changes it will be a legal requirement that any fire alarm beacons installed in a building must be approved to BS EN 54-23. This type approval must be conducted by a third party, (UKCASS) approved test house</p> <p>The successful type approval is critical for the business, the company intends to conduct the project over the an 18 month period to initially test then, if required, redesign and finally submit a 'family' of their beacon range for EN54-Pt:23 approval to a test house</p> <p>Coventry University will provide electrical and electronic design expertise and the affiliate will be a recent Electronic &amp; Electrical Engineering graduate. The business will provide an experienced mentor and will use the knowledge resulting from the project to build up a new fully equipped laboratory for their future product testing and development</p>	<ul style="list-style-type: none"> <li>• Research and development [2]</li> <li>• Product development [1] [2] [3] [4]</li> <li>• Skills and expertise [1]</li> <li>• Electrical and electronic design expertise [1] [2] [3] [4]</li> <li>• Compliance with new EU regulations on fire alarms [5]</li> <li>• Utilise the knowledge resulting from the project to build up a new fully equipped laboratory for future product testing and development [3] [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. Electrical and electronic design</li> <li>2. Research and development</li> <li>3. Product development</li> <li>4. Product evaluation and testing</li> <li>5. Compliance with new regulations</li> </ol>		✓	✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/043/B <b>(COV)</b>	<p>This project will focus on the reduction in business costs and minimising Non-Value Added [NVA] activities and waste. A prerequisite of this is the re-engineering of existing business and manufacturing processes and the specification, procurement and implementation of additional Management Information Systems [MIS], which when integrated with existing systems will provide an enterprise resource planning [ERP] capability, including advanced cost modelling modules that will provide “Profit per Invoice” metrics to continuously improve baseline performance</p> <p>The project is regarded as key to the company strategy aims, which are to continuously improve levels of customer service for UK based markets and the increasing/emerging markets that are being explored in Europe, China and India as the company seek to expand the existing dealer network</p>	<ul style="list-style-type: none"> <li>• Business process reengineering [1]</li> <li>• Implementation of Management Information System [MIS], Enterprise Resource Planning [ERP], and advanced cost modelling modules for profit per invoice metrics to continuous business improvement, and lowering of costs [1] [2] [3] [4]</li> <li>• Business Strategic growth –the project is regarded as key to the company strategy aims, which are to continuously improve levels of customer service for UK based markets and the increasing/emerging markets that are being explored in Europe, China and India as the company seek to expand the existing dealer network [5]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business process reengineering</li> <li>2. Implementation of new IT system</li> <li>3. Enterprise resource planning (ERP)</li> <li>4. Management information system (MIS)</li> <li>5. Strategic business growth</li> </ol>	✓		✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/043/A (COV)	<p>This project will seek to revolutionise the spares and repairs function for the company and the dealer network by transforming the existing static printed based Parts Book into an integrated electronic media rich application. The project is regarded as key to the company strategy aims, which are to continuously improve levels of customer service for UK based markets and the increasing/emerging markets that are being explored in Europe, China and India as the company seek to expand the existing dealer network</p> <p>Coventry University will provide electronic graphic design expertise and the affiliate will be a recent electronic graphic design graduate. The business will provide an experienced mentor and will use the knowledge resulting from the project to develop an electronic interface that is integrated with the digital product definitions held within the existing CAD/PLM systems and manufacturing control data held within the Enterprise Resource Planning (ERP) system. The project will provide the added value that will not only improve efficiencies and customer service for the global spares and repairs function of the business</p>	<ul style="list-style-type: none"> <li>• Business process improvement [1]</li> <li>• Computerization of manual process: moving from paper based system to an integrated electronic media rich application[1] [2]</li> <li>• Improve customer service levels [3]</li> <li>• Skills and expertise: the use of electronic graphic design expert to develop an electronic interface that is integrated with the digital product definition held within the existing Computer Assisted Design with ERP systems [5] [6]</li> <li>• Expertise and resources to specify, procure and implement ERP type system and in addition re-engineer business processes [1] [5]</li> <li>• Upgrade Computer assisted design (CAD) / Product life-cycle management (PLM) system [6] [9]</li> <li>• Streamline and improve presentation of quotation service [1] [3]</li> <li>• Improve communication channels between internal and external supply chains [7]</li> <li>• Use re-engineering and concurrent engineering techniques to minimise Non-Value Added [NVA] activities and waste [1] [3]</li> <li>• Improving project control, traceability and customer communication [10] [11]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business process reengineering</li> <li>2. Computerization of manual process</li> <li>3. Improve efficiencies</li> <li>4. Implementation of new IT systems</li> <li>5. Enterprise resource planning (ERP)</li> <li>6. CAD/CAM Technologies</li> <li>7. Supply chain management</li> <li>8. Strategic business growth</li> <li>9. Product life cycle management</li> <li>10. Project management</li> <li>11. Quality control</li> </ol>	✓	✓	✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/098/A (COV)	This project is designed to develop company's business model to incorporate a commission-based arm to its offering. The current model, which sees them charge up-front fees for their services, appeals to certain sectors of the target market but alienates the smaller organisations who would massively benefit from the company's service offering but do not have the funds to pay up-front for the company's support. This project requires the affiliate to develop a business plan and marketing strategy to activate this service offering and develop this untapped market into a profitable one for the company	<ul style="list-style-type: none"> <li>• Strategic marketing [1]</li> <li>• Develop business model [3]</li> <li>• Marketing [5]</li> <li>• Business process improvement [4]</li> <li>• Develop commission-only business model, Generating increased profit [3]</li> <li>• Develop a new strand of business offer [3]</li> <li>• Business growth [7]</li> <li>• Increase client base and market share [7]</li> <li>• Formulate a direct marketing strategy [1] [2]</li> <li>• Manage a social media marketing campaign [6]</li> <li>• Implement a networking strategy [1]</li> <li>• Design the commission-only offer and associated processes [3]</li> <li>• Work against set income targets to secure new clients [7]</li> <li>• Harness the relationships with the clients to create added-value and further commissions [8]</li> <li>• Develop business plan and marketing strategy to activate service offering and develop this untapped market into a profitable one for the company [1] [2] [3]</li> </ul>	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Business plan</li> <li>3. Business model development</li> <li>4. Business process improvement</li> <li>5. Marketing, promotional activities and initiatives</li> <li>6. Social media marketing campaign</li> <li>7. Business development and growth</li> <li>8. Customer relationship management</li> </ol>	✓ ✓		✓ ✓ ✓ ✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/098/B (COV)	The project is for a Funding Account Executive to manage the funding accounts of 3 new clients. "We do not currently have the capacity within our team to manage the 3 new clients that have been lined up and as such need to appoint a person to fulfil that role." The role will facilitate further growth within the team as company are currently full to capacity. The role will entail managing client relationships, fundraising for clients and providing business support and advice in areas such as governance, marketing and communications	<ul style="list-style-type: none"> <li>• Business development [5]</li> <li>• Business account management [2]</li> <li>• Increase business capacity [3]</li> <li>• Develop funding retainer business model [4]</li> <li>• Development of business internal capacity to take on more clients [3]</li> <li>• Business growth [5]</li> <li>• Increase client base and increase market share [5]</li> <li>• Manage relationship with clients [6]</li> </ul>	<ol style="list-style-type: none"> <li>1. Operations management</li> <li>2. Business account management</li> <li>3. Increase business capacity</li> <li>4. Business model development</li> <li>5. Business development and growth</li> <li>6. Customer relationship management</li> </ol>	✓	✓	✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/098/C (COV)	This project is designed to develop the company's business model to incorporate a tendering and contract-bidding operation to increase – and diversify – revenue streams. The relevant marketplace represents a total opportunity of millions of pounds each year that we are not currently bidding for and subsequently we are missing out on significant potential revenues. Tendering for contract opportunities is a cogent, organic way of winning contracts that can take the organisation on to the next level, move us into new market sectors and strengthen our market position within existing sectors. The capacity to tender for such opportunities does not currently exist within the organisation	<ul style="list-style-type: none"> <li>• Business development [1]</li> <li>• New business model [3]</li> <li>• Develop the tendering and contract bidding operation necessary to win contracts [2]</li> <li>• Increase and diversify revenue [1]</li> <li>• Enter new market sector, grow business, and strengthen market position [1]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business development and growth</li> <li>2. Business process improvement</li> <li>3. Business model development</li> </ol>	✓	✓ ✓	✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/098/D (COV)	<p>The project is for a funding account executive, education sector, to manage the funding accounts of 2 new clients within the education sector. “We do not currently have the capacity within our team to manage the 3 new clients that have been lined up and as such need to appoint a person to fulfil that role. Similarly, we do not have the sufficient intelligence, understanding and experience within that specific market and as such the affiliate will have to develop capabilities within this area”</p> <p>The role will facilitate further growth within the company’s team as we are currently full to capacity and it will build our reputation within an emerging market sector, which should subsequently activate significant new business development potential. The role will entail managing client relationships, fundraising for clients and providing business support and advice in areas such as governance, marketing and communications</p>	<ul style="list-style-type: none"> <li>• Manage of funding accounts of two new clients [1]</li> <li>• Business development expertise [2]</li> <li>• New market penetration to the education sector [2] [3]</li> <li>• To gain business intelligence, knowledge and expertise of the education sector [2]</li> <li>• Increase business capacity [2]</li> <li>• Build organisation reputation and clout within an emerging market sector[2] [3]</li> <li>• Client management [1]</li> <li>• Provide expertise and advice to the company’s clients on governance, marketing and communication [2] [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business account management</li> <li>2. Business development and growth</li> <li>3. New market penetration</li> <li>4. Expertise and advice</li> </ol>	✓	✓	✓



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/168/A (COV)	<p>The company is a small independent pharmacy that provides a wide range of healthcare services for patients including prescription dispensing and over the counter sales since 2007. More recently there has been in a drop in sales primarily due to the economic downturn and re-allocation of services to non-partner organisations. Furthermore, relaxation of legislation has led to an increase in local and internet-based pharmacies</p> <p>More recent changes introduced by the government have led to devolution of local fund holding primary care trusts leading to the development of local clinical commissioning groups. With the Clinical Commissioning Group (CCG) now controlling central funds it is imperative that we as an organisation develop strategies to commission services from local CCGs to provide an income stream to sustain our growth and maintain a competitive edge over our competitors</p> <p>Coventry University [CU] will provide expertise into enhancing service provisions. The affiliate will be a recent pharmacy graduate who will work with CU and an experienced mentor provided by the business to develop service provisions from local CCG as well on maximise on revenue generation within current provisions within the pharmaceutical business</p>	<ul style="list-style-type: none"> <li>• Expertise and advise on how to increase service provision [1] [3]</li> <li>• Maximisation of revenue generation within current provisions within the pharmaceutical business [1]</li> <li>• Business sustainability [2]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business development and growth</li> <li>2. Business sustainability</li> <li>3. Expertise and advice</li> <li>4. Business process development</li> </ol>	✓		✓  ✓  ✓  ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/054/A  (COV)	<p>The company was established 8 years ago and has grown its capabilities to offer analysis, design and manufacturing including niche vehicles primarily to the automotive and aero industry. In the last few years the company has focused on the development of lightweight structures, which has seen its capability in carbon fibre increased.</p> <p>This has resulted in the production of a number of concept cars made from carbon fibre (Jaguar C-X75) and European funded programmes, including IDP7, which comprises the production of a carbon fibre Land Rover Evoque.</p> <p>The proposed project is to deliver a number of key initiatives within the next 2 years which will attract external funding that will enable the company to move from niche to volume production in Body in Black and will include the delivery of a business plan, a virtual data room and through the development of strategic marketing tools, ensuring a strong order book for the business moving forward</p> <p>The situation analysis has highlighted the skills gap within strategic marketing and the business-planning arena. With these skills on board the company will be able to move their business forward in a strategic way and deliver the management tools that will enable them to plan, monitor and control progress in an effective manner</p>	<ul style="list-style-type: none"> <li>Strategic marketing [1]</li> <li>Business process improvement and innovation [3] [4]</li> <li>Migration of business process from niche to volume production [3] [4]</li> <li>Assistance with business planning and marketing [1] [2]</li> <li>The delivery of a business plan, a virtual data room, and development of strategic marketing tools, ensuring a strong order book for the business moving forward [1] [2]</li> <li>Development of a business plan with these contents: summary, background, business proposition, business model, market analysis, competitors, product, pricing, marketing, management and human resources, technology and engineering, manufacturing and supply chain, distribution and customers, financial projections, capital and ownership [1]</li> <li>Virtual data room: distribute confidential information electronically to potential investors during fundraising process. This will include different security levels, dynamic confidential watermarks and audit reports [3]</li> <li>New programmes and a strong order book: There is a potential to win flagship lightweight programmes from a number of original equipment manufacturer OEMs which will be achieved through soft rather than hard strategic marketing [2] [3]</li> <li>Strategic marketing: stealth promotion of the company's capabilities to targeted customers to provide the confidence that the company can deliver a best-in-class solution to them. This will be backed up with programmes that are currently under way and highlight the skills and capabilities that are required within the carbon fibre structural arena [1] [2]</li> </ul>	<ol style="list-style-type: none"> <li>Strategic marketing plan</li> <li>Marketing promotional activities and initiatives</li> <li>Business development and growth</li> <li>Business process improvement</li> </ol>	✓	✓	✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/055/A (COV)	The aim of this project is to implement an integrated business information system with a single continuous process from enquiry to invoicing including provision to support the marketing capabilities. The re-engineered processes will deliver real time monitoring and cost reduction whilst improving quality and delivery performance and manufacturing flexibility	<ul style="list-style-type: none"> <li>• Business process re-engineering [1]</li> <li>• Implementing of an integrated business information system with a single continuous process from enquiry to invoicing including provision of support for marketing [2] [3]</li> <li>• Real time monitoring and cost reduction, with quality and performance improvement [2]. Business growth that will generate new jobs and tangible benefits in excess of £200,000 during the 5 year reporting period.</li> <li>• Use of IT-enabled, business management tools and collaborative technologies to enable virtual working and radically improve management effectiveness [2] [3]</li> <li>• An enhanced knowledge of business processes enabling improved strategic level decision making</li> <li>• Systematically re-engineered business processes in readiness for the proposed migration of data from the existing MIS capability [2] [3]</li> <li>• Accurate costing information identifying the level of contribution from the existing product range that will allow commercial activities to be focused towards more profitable sales, and more accurate contract quotation [2]</li> <li>• Information to support a sustainable continuous improvement culture [2].</li> <li>• Enhanced expertise and improved skills base that will provide leadership and embed and sustain newly acquired capabilities into the company after programme completion [2].</li> </ul>	<ol style="list-style-type: none"> <li>1. Business process reengineering</li> <li>2. Business process improvement</li> <li>3. Implementation of new IT system</li> </ol>	✓		✓  ✓  ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/062/A (COV)	<p>The company is a manufacturer of antimicrobial product range that kills or inhibits the spread of micro-organisms. These include not just viruses and pathogenic bacteria, but other organisms including yeasts, moulds, fungi, and protozoans (unicellular parasites)</p> <p>The proposed project hopes to look at developing a new range of food washes that are safe to consume by human and animals. These food washes will be based on simple non-toxic polyline compounds</p>	<ul style="list-style-type: none"> <li>• New product development [1] [2]</li> <li>• Development of non-toxic polyline compound food washes, which are safe for human and animal consumption [1] [2] [3]</li> <li>• Development of a new generation of food washes to protect fresh fruits and meat and other foodstuffs to increase food safety and security, and to prolong food shelf lives [3]</li> <li>• Research and development –university to work with company to investigate the possibility of protecting fresh produce and poultry against spoilage by bacteria and fungi. The technology that has been identified is potentially viable for fresh fruit and is an antimicrobial wash to ensure that the microbial contamination of fruits and meats is reduced to low enough concentrations to prevent any spoilage during transit [1] [2] [3] [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Development of prototype product, service or application</li> <li>4. Product evaluation and testing</li> </ol>	✓		✓
				✓		✓
				✓		✓
						✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/062/B (COV)	<p>The proposed project hopes to look at developing new range of food washes that are safe to consume by human and animals. These food washes will be based on simple non-toxic polyline compounds</p> <p>We are targeting a number niche sectors and businesses under threat from infection or contamination. We are also looking into reducing food spoilage, from source to table</p>	<ul style="list-style-type: none"> <li>• Research and development [1]</li> <li>• Product development [2]</li> <li>• Product testing [4]</li> <li>• University business collaboration product development. In collaboration with the university the aim is to develop and test a new range of environmentally safe and non-toxic compounds for disinfection of surfaces and surface sterilization of foodstuffs [2]</li> <li>• Explore the opportunity to use natural substances against hydrocarbon contamination for environmental clean-up [1] [2]</li> <li>• Consultancy and advice –Coventry University as Coventry University Microbiological Consultancy [CUMC] has previously produced interesting data on the development of safe food washes that are based on simple and non-toxic polyline compounds [1] [2] [3] [4] [5]</li> <li>• Licensing of patentable product for use. These compounds are subject to a patent application, and the company would like to use CUMC [Coventry University Microbiological Consultancy] for additional testing. RBT and CUMC have previously worked together to examine the efficacy of biocidal solutions. This proposed collaboration will determine further biocidal properties of the existing and new fruit washes that are classified as antimicrobial. The desired final outcome is a safe to eat antimicrobial food wash that is independently tested and fully validated [1] [2] [3] [4] [5]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Development of prototype product, service or application</li> <li>4. Product evaluation and testing</li> <li>5. University consultancy and advice</li> </ol>	✓		✓
				✓		✓
				✓		✓
						✓
						✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/039/A <b>(COV)</b>	<p>The initial work will revolve around the design and implementation of a platform-neutral web-service to enable data to be exchanged between the two existing platforms. This will allow the organisation to improve their processing speed, reduce staffing costs and eliminate a great deal of human error. As part of this work they will be evaluating alternative CRM systems with a view to upgrading or replacing their current system</p> <p>The second part of the project will be to build a secure web service with end-points to facilitate the two way transfer of information between themselves and their franchise network. This will help them to scale up their operations, a central feature of their business plans</p> <p>The third and final part of the project is to develop an interactive client solution to interact with the web service and offer seamless integration between the organisation, their franchise partners, and insurance companies</p>	<ul style="list-style-type: none"> <li>• Process audit and review [1]</li> <li>• Business process improvement [2] [3]</li> <li>• Investigate the current system with the aim of designing, developing and deploying an integrated system, using open standards, to automate business processes and provide a seamless solution for the organisation to communicate with its key partners [1] [2] [3]</li> <li>• A detailed review of the current IT strategy [1]</li> <li>• Review of the current IT infrastructure [1]</li> <li>• Integration of the CRM and Finance systems [4]</li> <li>• Review of the existing CRM and assessment of alternatives [4]</li> <li>• Phased roll out of systems to franchise network [5]</li> <li>• Establishing how communication could be improved between key partners [1] [2]</li> <li>• The development of a secure web service to support the sharing of data [4]</li> <li>• The creation of an interactive client to simplify data transfer, reduce training needs and support expansion [4]</li> <li>• Full documentation to support the above [3]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business process audit</li> <li>2. Business process reengineering</li> <li>3. Business process improvement</li> <li>4. Implementation of new IT system</li> <li>5. Business development and growth</li> </ol>	✓		✓
				✓		✓
						✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/077/B (COV)	<p>The company have recently been awarded a contract</p> <p>The company now wants to extend into further events, but especially into music events. With financial cuts from the government, police authorities are now withdrawing from their roles, therefore giving a window of opportunity for private companies to take over this capacity</p> <p>It has become apparent that a new staffing manager role is required to make the company's processes and procedures more efficient as a result of recent growth. This is a fundamental part of the company structure for the future. A recent graduate will work alongside the operations team and be responsible for implementing this role</p>	<ul style="list-style-type: none"> <li>Logistic planning [4]</li> <li>Project management [3]</li> <li>Effective work allocation and staff deployment events in a more cost effective manner [1]</li> <li>Meeting and fully delivering the client's requirements [2]</li> <li>Staff management [1]</li> <li>Management of the business operations of the company [2]</li> <li>Implement improved processes and procedures [5]</li> </ul>	<ol style="list-style-type: none"> <li>Human resource management</li> <li>Operations management</li> <li>Project management</li> <li>Logistic planning</li> <li>Business process improvement</li> </ol>		✓	✓



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/077/A (COV)	A recent graduate will be able to provide strategy planning expertise through market research and knowledge gained through an events management degree	<ul style="list-style-type: none"> <li>• Strategic marketing [1]</li> <li>• Strategic marketing planning [1]</li> <li>• Market research [2]</li> <li>• Events management [5]</li> <li>• Business growth [6]</li> <li>• Source new clients [6]</li> <li>• Customer relations management [8]</li> <li>• Project and operations management [4] [5]</li> <li>• Provide guidance and direction for staff [7]</li> <li>• Liaison with local authorities to discuss operations [4]</li> <li>• Recruit and train staff [7]</li> </ul>	<ol style="list-style-type: none"> <li>1. Strategic marketing plan</li> <li>2. Market research</li> <li>3. Operations management</li> <li>4. Project management</li> <li>5. Events management</li> <li>6. Business development and growth</li> <li>7. Human resource management</li> <li>8. Customer relationship management</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/094/A (COV)	<p>The company are chartered architects, providing professional building design services, project management, and master planning</p> <p>The project involves building information modelling (BIM) and low carbon technology.</p>	<ul style="list-style-type: none"> <li>• Business process improvement [1]</li> <li>• Design and working drawings [2]</li> <li>• Develop a BIM [Building Information Modelling] Strategy / execution plan and to make progressive steps to BIM Level 1 and then to BIM Level 2 [2].</li> <li>• To gain a thorough understanding of the low carbon agenda and the performance of buildings in use and to develop a marketing strategy to enable access to this sector of the market [3] [4]</li> <li>• To develop a new marketing plan including the reconstruction of the web site to support these two initiatives [4] [5]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business process improvement</li> <li>2. Building information modelling</li> <li>3. Architectural design of low carbon buildings - low carbon technology</li> <li>4. Strategic marketing plan</li> <li>5. Website development, design and update</li> </ol>	✓		✓ ✓ ✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/113/A (COV)	This is a new business development project involving targeted market research, the formulation of collateral, compilation of target accounts and contacts, formulating marketing plans and auctioning them	<ul style="list-style-type: none"> <li>• Strategic marketing plan [1]</li> <li>• Marketing [2]</li> <li>• Manage marketing plan [1] [2]</li> <li>• Develop management processes required to secure sound and risk averse market planning [3]</li> <li>• Select the “best chance” market targets [1]</li> <li>• Align product benefits and payoffs to market needs [2]</li> <li>• Maintain the appropriate brand values throughout [2]</li> <li>• Increase sales pipeline values [2]</li> <li>• Leverage existing account potential [2]</li> <li>• Increase conversion rate [2]</li> <li>• Improve brand awareness [2]</li> <li>• Establish a firm foundation for ongoing growth [3]</li> </ul>	<ol style="list-style-type: none"> <li>1. Strategic marketing plan</li> <li>2. Marketing management</li> <li>3. Operations management</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN150/A (COV)	<p>The company is a fresh dynamic company based in Warwick with a wealth of collective experience covering all aspects of the design and marketing field. They are passionate about design and the vital role it plays in growing a business and pride themselves in professional personal service</p> <p>This is achieved by placing a premium on honesty, integrity, and attention to detail, yet without being afraid to throw in a little humour along the way. It is this approach that made The Magic Tractor a little different</p> <p>The identified skill gaps this project intends to fill are:</p> <ul style="list-style-type: none"> <li>• Front-end brand and web design, Word-press, campaign monitor,</li> <li>• Proficient in Adobe Designer Suite,</li> <li>• Business development, Business strategy and ability to work with larger companies</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing [2]</li> <li>• Front-end brand [1] [3]</li> <li>• Web design [1]</li> <li>• Word-press, campaign monitor, skills and expertise, proficient in Adobe Designer Suite [1] [2]</li> </ul>	<ol style="list-style-type: none"> <li>1. WEB design</li> <li>2. Marketing</li> </ol>			<p>✓</p> <p>✓</p>



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/073/A (COV)	Sales and marketing, social media presence and client management	<ul style="list-style-type: none"> <li>Skills and expertise [2]</li> <li>Sales and marketing [1]</li> <li>Social media presence and client management [2] [3]</li> </ul>	<ol style="list-style-type: none"> <li>Sales and marketing</li> <li>Social media and online presence</li> <li>Client management</li> </ol>			<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/049/A (COV)	Coventry University to provide market research, market analysis and cross selling expertise, utilising a recent graduate with relevant experience	<ul style="list-style-type: none"> <li>Marketing strategy [1]</li> <li>Marketing [2]</li> <li>Market research [3]</li> <li>Market analysis and cross selling expertise [2]</li> </ul>	<ol style="list-style-type: none"> <li>Strategic marketing</li> <li>Marketing promotional activities and initiatives</li> <li>Market research</li> <li>Sales promotion</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/046/A  (COV)	<p>The company has identified that there is a gap in the market for a high quality visually appealing low energy eco garden building recreational / living space that is manufactured off site, meets the regulations to be habitable and can be fully equipped on completion. This will allow house owners to generate rental income where the pressure on housing is high and improve the facilities of the home without needing to move house</p> <p>Service innovation will include a fast no mess build, installed very quickly and where the internal fitments of the building are included on delivery. The design will offer a bespoke product but using modules that are manufactured in volume</p> <p>Need a recent graduate for project management, design, engineering, sales and marketing, commercial, sales and marketing customer care, manufacturing and Installations</p>	<ul style="list-style-type: none"> <li>Product development and design [1]</li> <li>Project management [4]</li> <li>Design and engineering skills and competence to work on low energy eco garden building recreational / living space that is manufactured off site, meets the regulations to be habitable and can be fully equipped on completion [1] [2] [3]</li> <li>Sales and marketing [5]</li> <li>Customer care [6]</li> <li>Manufacturing and installations skills support and assistance to the company [1] [2]</li> </ul>	<ol style="list-style-type: none"> <li>New product development</li> <li>Architectural design of low carbon buildings</li> <li>Product innovation</li> <li>Project management</li> <li>Marketing</li> <li>Customer relationship management</li> </ol>	✓		✓
				✓		✓
						✓
						✓
						✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/046/B (COV)	<p>The company was set up some years ago with the backing of a large timber frame manufacturing company to build high specification timber frame houses for customers. They have seen an opportunity to develop high specification modular building to be sold to people wanting a habitable garden building</p> <p>We have identified that there is a gap in the market for high quality visually appealing eco garden building recreational/ living/ working space that is manufactured off site, and conforms to building and planning regulations. Television programmes such as Grand Designs together with the economic situation have led to a marked increase in the number of people working from home who require more space and/or are looking to improve their existing facilities. Our solution to this challenge is the RAPOD (rapid pod)</p> <p>The project would:</p> <ul style="list-style-type: none"> <li>• Evaluate different “go to market” strategies</li> <li>• Present and agree business model options with senior management</li> <li>• Implement a sales and marketing strategy in time for the Grand Designs show in London [May 2014]</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic marketing [1]</li> <li>• Marketing [3]</li> <li>• Evaluate go to market strategies [1]</li> <li>• Develop and agree business model with senior management [2]</li> <li>• Implement sales and marketing strategy [3]</li> </ul>	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Business model development</li> <li>3. Marketing promotional Activities and initiatives</li> </ol>	✓ ✓	✓	✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/069/A (COV)	<p>The company is a business psychologists providing bespoke consultancy support to large corporate organisations, focusing particularly on management development, assessment, and employee engagement</p> <p>The company's growth plan involves diversifying our business in two ways:</p> <ol style="list-style-type: none"> <li>1. Broadening our client base to include smaller businesses</li> <li>2. Developing and selling products and 'off the shelf' training</li> </ol> <p>"The proposed project would be focused on the marketing of our brand and our new offerings. It would include developing a marketing strategy and developing, implementing, monitoring, evaluating, and revising different marketing initiatives including the use of social media"</p>	<ul style="list-style-type: none"> <li>• Strategic marketing [1]</li> <li>• Marketing management [2]</li> <li>• Brand positioning and marketing [3]</li> <li>• Marketing and promotion of new product offerings [4]</li> <li>• Growing company client base through marketing initiatives [4]</li> <li>• Developing, implementing, monitoring, evaluating, and revising different marketing initiatives including the use of social media [4] [5]</li> </ul>	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Marketing management</li> <li>3. Brand development and positioning</li> <li>4. Marketing promotional Activities and initiatives</li> <li>5. Social media and online presence enhancement</li> </ol>	✓		✓
				✓	✓	✓
						✓
						✓



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/173/A <b>(COV)</b>	<p>A group of pharmacies established in 1998, mainly based in the Telford area, which grew significantly until recent years. Decline in sales is attributed new local competition, internet outlets and change of government policy</p> <p>Further opportunities to develop business model have been identified as the local primary care trusts have been dissolved and replaced with local community commissioning groups [CCG]. The CCGs are keen to deliver health care services to patients within the community via local pharmacies. The innovative services that we can provide will be funded by CCGs after market analysis and the development/ presentation of a business model to negotiate contracts with CCG.</p> <p>Leading academic at Coventry University will provide expertise in identification and development of new innovative services and help nurture the affiliate to improve services and. Furthermore, it seeks to develop a long term model for sustained growth and profitability</p>	<ul style="list-style-type: none"> <li>• Business development and growth [2] [3]</li> <li>• Development of new business models [2]</li> <li>• Provision of expertise in identification and development of new innovative services [1] [2] [3]</li> <li>• Development of a long term model for sustained growth and profitability [2]</li> <li>• Market analysis and the development/ presentation of a business model to negotiate contracts with CCG [1] [2]</li> </ul>	<ol style="list-style-type: none"> <li>1. Market research</li> <li>2. Business model development</li> <li>3. Business development and growth</li> </ol>	✓	✓	✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/078/B <b>(COV)</b>	<p>A training and assessment consultancy providing occupational therapy support a special school to report assessments of people with a learning disability [PWLD], and to train the staff to support others by communicating better with PWLD</p> <p>The KEEN funding is sought to provide the company with a full time member of staff to develop a post 18 curriculum around the work of the company at a special school that supports people with a learning disability</p> <p>The company needs support from a qualified occupational therapist with a background in paediatrics, schools, and knowledge of learning disability to mentor a newly qualified member of staff</p>	<ul style="list-style-type: none"> <li>Professional support at a special school [1]</li> <li>To develop a post-18 curriculum around the work of the company at a special school that supports people with a learning disability [1] [3] [4] [5]</li> <li>To actively develop and apply occupational therapy principles within the curriculum, liaising with teachers to ensure that educational criteria for award are met [1] [2] [4]</li> <li>To develop the skills of the students within the domains of: creative media skills, activities of daily living, work based literacy and IT skills, work based mathematical skills, communication skills and understanding the work of a company [5]</li> <li>To liaise with other members of the company to provide work based learning opportunities for the students on the course [1]</li> <li>To provide specialist advice and support to other departments, professionals, and families/ carers as required [1]</li> <li>To share knowledge and skills with the other occupational therapist employed by the company within the school to ensure that cover for both posts can be provided should one staff member be absent [1] [2] [3] [4] [5]</li> <li>To support the communication experts to teach health and social care staff in hospital and university settings to communicate more effectively with people with a learning disability [5]</li> <li>To contribute to the evaluation and continued development of the occupational therapy service provided by the company within the school and more widely [1] [2] [3] [4] [5]</li> <li>To write bids to provide projects for the work of the communication experts [1]</li> </ul>	<ol style="list-style-type: none"> <li>Professional support</li> <li>Occupational therapy</li> <li>Learning disability diagnosis</li> <li>Learning disability course development</li> <li>Provide diagnostic training</li> </ol>		✓	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/121/B <b>(COV)</b>	<p>A media production and training/ consultancy firm producing films and radio for broadcast, NGOs, and commercial clients. It trains journalists, photographers, communications professionals, and organisations in audio-visual storytelling and media production skills. The company also provides social media and communications advice to clients</p> <p>The company has now grown its production department to allow it to accept more and greater range of business opportunities. The company needs to bring on board an account manager to provide a better and more intensive service to the growing client base. It also needs to be able to carry out more marketing activities to bring in a more consistent stream of business</p> <p>Coventry University will provide teaching expertise to advise on delivering that account management and marketing service</p>	<ul style="list-style-type: none"> <li>Advise on business account management [1] [4]</li> <li>Client management – to provide customized professional service to clients [1]</li> <li>Marketing management [3]</li> </ul>	<ol style="list-style-type: none"> <li>Business account management</li> <li>Clients management</li> <li>Marketing management</li> <li>University consultancy and advice</li> </ol>			<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/063/C (COV)	<p>The company has developed a range of data recovery software from concept to market over the last 3 years, and wants to migrate their core technology to a “Software as a service” SAAS model by focusing on server side development using Python</p> <p>Design account management and SAAS service</p> <p>Develop back-end technology inviting for new B2C visitors and also have a login for iOS data recovery</p> <p>Test and evaluate the back-end system both internally and via many external users and make the appropriate changes and enhancements</p> <p>Launch the new system integrated with the front-end technologies [interfaces] to the global market</p> <p>Accommodate the user growth and deal with any bugs that are identified during the project life cycle</p>	<ul style="list-style-type: none"> <li>• Implementation of new IT system [1]</li> <li>• Migration of current iOS recovery algorithms to a SAAS based model online with the development of back-end technology [1] [2]</li> <li>• System evaluation and selection of the technology - Investigation into available technologies for back-end development for mobile applications [3]</li> <li>• IT infrastructure design [1]</li> <li>• System testing [3]</li> <li>• Launch of new IT system [1]</li> <li>• Web developer and programmer [2]</li> </ul>	<ol style="list-style-type: none"> <li>1. Implementation of New IT System</li> <li>2. Web development and programming</li> <li>3. System evaluation and testing</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/063/D (COV)	<p>The company has developed a range of data recovery software from concept to market over the last 3 years, we now wish to migrate our core technology to a “Software as a service” (SAAS) model. This project will develop front end technologies using PHP, JavaScript and CSSS etc. The focus will be on developing functional as well as usable interfaces. Search engine optimisation will also be investigated as part of this project</p> <p>The aim of the project is to migrate the current iOS recovery algorithms to a SAAS-based model online focusing on developing functional as well as usable interfaces</p> <p>Objectives therefore include the following:</p> <ol style="list-style-type: none"> <li>1. Investigate the front-end technologies to be used for the proposed project</li> <li>2. Develop a new web site that is both inviting for new B2C visitors and also have a login for iOS data recovery</li> <li>3. Test and evaluate the web site both internally and via many external users and make the appreciate changes and enhancements</li> <li>4. Launch the new Business to Consumer (B2C) SAAS site to the global market</li> <li>5. Keep updating the site to accommodate the user growth and deal with any bugs that are identified during the life cycle of the project</li> </ol>	<ul style="list-style-type: none"> <li>• Web development and programming [1] [2]</li> <li>• Software programming [2]</li> <li>• Develop a front end technology using PHP, JavaScript &amp; CSSS etc. for the SAAS migration [2]</li> <li>• Design, test and launch a functional and inviting interface for B2C, and investigate methods of Search engine optimisation [1] [2] [3] [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. Implementation of new IT system</li> <li>2. Web development and programming</li> <li>3. System evaluation and testing</li> <li>4. Search engine optimization</li> </ol>	✓		✓  ✓  ✓  ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/104/C (COV)	The Company requires IT support and computerisation of their administrative functions, including maintenance of web site with news updates and development of a marketing database. They also wish to develop a central database of the software versions in use as well as maintain a separate secure technical network	<ul style="list-style-type: none"> <li>• Computerization of administrative process [1] [2]</li> <li>• Website maintenance and updates [3]</li> <li>• Develop a marketing database [4]</li> <li>• Develop a central database of software versions in use [5]</li> <li>• Develop and maintain the secure IT server which protects all of the R&amp;D/ Manufacturing data [including software versions, technical documents]. Protect intellectual property [5]</li> <li>• Business process reengineering, IT database architecture and security, safeguard intellectual property, website development and updating, and more [1] [3] [4] [5]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business process improvement</li> <li>2. Computerization of manual process</li> <li>3. Website development, design and updates</li> <li>4. Database architecture and design</li> <li>5. Safeguard company's IT intellectual property</li> </ol>	✓	✓	✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/104/B (COV)	<p>The company successfully demonstrated their work in a proof of concept and are now developing prototype units for field trials.</p> <p>As part of the prototype work the company has developed a ground terminal to control and display the video received from both aerial and ground platforms. Further R&amp;D work is required to develop the networking capabilities of the system. The work to be undertaken under this programme is for an electronics graduate to develop MATLAB models which can be translated into a hardware solution using the PXI development platform</p>	<p>To create a ground terminal to control/ display video streams [1] [2]</p> <p>R&amp;D work to develop the networking capabilities including electronics investigations using MATLAB models which can be translated into hardware using the PXI development platform [1] [2] [4]</p> <p>Software development of MATLAB models for communication system enhancements [5]</p> <p>Hardware development using the PXI platform [4]</p> <p>Developing interfaces to external hardware [4]</p> <p>Produce software design proving and test plans, and perform testing of software subsystem [5] [6]</p>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Development of prototype product, services, or application</li> <li>4. Hardware development and programming</li> <li>5. Software development</li> <li>6. Product evaluation and testing</li> </ol>	✓	✓  ✓	✓ ✓ ✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/131/A (COV)	<p>A designer, manufacturer, and installer of bespoke furniture for the domestic market place including bedrooms, home office and home cinema</p> <p>The implementation of a standard software package across the business unit to be configured to incorporate the company's products. This will increase quality, productivity and allow the company to move forward with new products.</p> <p>The project details are:</p> <ul style="list-style-type: none"> <li>• Review and confirm the overall business requirement and spec for the software system</li> <li>• Conduct an internal review to establish a detailed implementation plan across the whole site</li> <li>• Implement and manage the purchase, introduction, training, conversion of existing data and refinement work packages</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation of new integrated IT system [1]</li> <li>• Introduce confident manufacturing and cost-effective production processes and the setting up of an effective product library [2] [3]</li> <li>• Commercially – cost prediction and control [3]</li> <li>• Implement and manage the purchase, introduction, training, conversion of existing data, and refinement work packages [1]</li> </ul>	<ol style="list-style-type: none"> <li>1. Implementation of new IT system</li> <li>2. Business process reengineering</li> <li>3. Business process improvement</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/176/A (COV)	<p>The author of a carpooling application for smartphones aimed at university students who want to carpool and rideshare. The firm has developed and released an Android version of the application</p> <p>To redevelop the application in iOS as during previous software trials and market research it was identified that many of the target user base use iOS devices. To redesign the database and server structures to integrate better with the new operating system</p>	<ul style="list-style-type: none"> <li>• Software application development [1] [2]</li> <li>• Design and build the database and server architecture for the new app [3]</li> <li>• Create an iOS version of application in order to attract a larger portion of the target user demographic [2]</li> <li>• Integrate current Android app and to redesign server and database to accommodate both versions [2]</li> <li>• Market testing and trial of new product [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. New product development</li> <li>2. Software application development</li> <li>3. Database architecture and design</li> <li>4. Product evaluation and testing</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/167/A (COV)	<p>An ophthalmic medical company primarily involved in the development of high quality computer 3D animations for education and marketing</p> <p>“With our planned ongoing development we have identified the need for additional assistance across the marketing, sales and some support arena. More specifically, we have outlined the need for someone to carry through liaison with our current users and prospective new users using our customer relationship management (CRM)</p>	<ul style="list-style-type: none"> <li>• Customer relationship management[3]</li> <li>• Marketing management [1]</li> <li>• Social media marketing [2]</li> <li>• Develop and manage the market including the use of social media for a new product offering 3D model eye rendering on the fly allowing practitioners to visualise specific areas of the eye [1] [2]</li> </ul>	<ol style="list-style-type: none"> <li>1. Marketing management</li> <li>2. Social media and online presence enhancement</li> <li>3. Customer relationship management</li> </ol>			<p>✓</p> <p>✓</p> <p>✓</p>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/177/A (COV)	<p>Recent changes in central government funding have seen a decline in profitability even though the number of patients the practice serves increase. This loss of funding has created a business model where we are unable to recruit new staff due to limited funding. This has created a strain on staff and the quality of service the organisation can provide</p> <p>Decline in profitability can be attributed to a number of factors including:</p> <ul style="list-style-type: none"> <li>• Changes from central government funding</li> <li>• Reduction in income generated from the quality and outcomes framework</li> <li>• Restructuring of government targets</li> </ul> <p>Further opportunities to develop the business model have been identified as the local primary care trusts have been dissolved and replaced with local community commissioning groups [CCG]. The CCGs are keen to develop specific services that are required by the specific communities we serve with an aim to improve quality of life and life expectancy</p>	<ul style="list-style-type: none"> <li>• Market research [1]</li> <li>• Market intelligence of what services specific communities require [1]</li> <li>• Improve quality of service [3]</li> <li>• Expertise in identification and development of new innovative services and improve services [3]</li> <li>• To develop a long term model for sustained growth and profitability [2]</li> </ul>	<ol style="list-style-type: none"> <li>1. Market research</li> <li>2. Business model development</li> <li>3. Business development and growth</li> </ol>			✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/177/B (COV)	<p>The company is keen to develop and roll out additional services to improve the quality of care of their patients; improve workforce strength and to fully receive the financial incentives from the community commissioning groups (CCG). For long term sustainability and profitability, the company recognise it is critical that it engage with the CCG local improvement services to receive the extra financial support that will support its long term profitability and allow additional recruitment of staff. To implement the extra services the company has approached a leading academic at Coventry University. He has a wealth of knowledge and experience from working within the NHS and more specifically delivering commissioning led services from local CCGs</p> <p>He will provide expertise in identification and development of new innovative services and help nurture the affiliate to improve services. Furthermore, he will help develop a long term model for sustained growth and profitability via assisting with commissioning direct services from CCGs with the ultimate aim of income generation and expanding our workforce to support our growth</p>	<ul style="list-style-type: none"> <li>University lecturer to assist company identify new innovative services [1]</li> <li>Assistance to launch new local improvement services with regards to healthcare service provision in an ethnic minority area [1] [2]</li> <li>To provide expertise in identification and development of new innovative services [1] [3]</li> <li>Provide staff training that will help to nurture staff to improve services [4]</li> <li>Help to develop a long term model for sustained growth and profitability via assisting with commissioning direct services from CCGs with the ultimate aim of income generation and expanding our workforce to support our growth [2] [3]</li> </ul>	<ol style="list-style-type: none"> <li>University consultancy and advice</li> <li>Business development and growth</li> <li>Business process development</li> <li>Staff training and development</li> </ol>		✓	✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/174/A <b>(COV)</b>	<p>The company has been in business for twenty years. Its main areas of service are in the fields of graphic design and print but throughout the years it has developed a good offering in the fields of exhibition services and promotional gifts</p> <p>The company is looking for a candidate who can assist with sales and marketing of their business, both offline and online. Someone who has experience in strategy, tactical ideas, social media, and updating websites. They should have the ability to write copy for online and offline material</p>	<ul style="list-style-type: none"> <li>• Sale and marketing management [1]</li> <li>• Social media and online presence enhancement [4]</li> <li>• Sales promotion [3]</li> <li>• Marketing promotional activities and initiatives [2]</li> <li>• Website management and updates [5]</li> <li>• Generate and write content for online and offline use [6]</li> </ul>	<ol style="list-style-type: none"> <li>1. Sales and marketing systems</li> <li>2. Marketing promotional activities and initiatives</li> <li>3. Sales promotion</li> <li>4. Social media and online presence</li> <li>5. Website updates</li> <li>6. Marketing communication</li> </ol>		✓	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/103/A (COV)	<p>The firm designs and produces quality seating for vehicles and concentrates on manufacturing the whole product from tube bending to seat trimming</p> <p>The company would like to take on a graduate to work on a research and development project relating to its expansion into the rail industry and the company is seeking to improve its technical expertise in this area</p>	<ul style="list-style-type: none"> <li>• Research and development</li> <li>• Research the requirements for new train seats market, and develop the knowledge to become a main supplier of seating</li> <li>• New product development and design, to design and manufacture new rail seating</li> <li>• Computer Assisted Design</li> <li>• Business expansions</li> <li>• Business development and growth</li> <li>• Product development</li> <li>• Product testing compliance with fire/smoke regulation, dynamic crash testing</li> <li>• Technical expertise</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Computer aided design</li> <li>4. Product evaluation and testing</li> <li>5. Business development and growth</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/039/B (COV)	The company have identified the need to have their own marketing manager to promote the companies activity to both internal stakeholders, and external consumers. This role will look at the traditional forms of marketing, as well as exploring new marketing techniques, including video, and also design, to promote the company's activity	<ul style="list-style-type: none"> <li>• Strategic marketing [1]</li> <li>• Marketing management [2]</li> <li>• Brand management and brand identity [3]</li> <li>• Brand positioning [3]</li> <li>• Internal and external brand marketing [3]</li> <li>• To identify and map the customer journey and touch points in order to assess each stage in terms of the expected vs actual experience [2]</li> <li>• Articulate the brand value proposition and unique selling points [3]</li> <li>• Devise a set of brand guidelines that will be used for implementation across all internal and external communications collateral and brand touch points [3] [6]</li> <li>• Undertake a review of the website usability, accessibility and content in order to brief and manage the implementation of a refreshed website design [5]</li> <li>• Develop an integrated marketing communications strategy [6]</li> <li>• Marketing promotional activities</li> <li>• Acquire new clients</li> </ul>	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Marketing management</li> <li>3. Brand development and positioning</li> <li>4. Market research</li> <li>5. Website development and updates</li> <li>6. Marketing communication</li> <li>7. Marketing promotional activities and initiatives</li> </ol>	✓	✓	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/172/A <b>(COV)</b>	<p>The company is a world leader in Controller Area Network [CAN] and related technology. It specialises in CAN, DeviceNet, CANopen, J1939, LIN and FlexRay network technologies. The company is also developing expertise in the new fast CAN protocol [CAN-FD]</p> <p>The project is to build up new product options and features for the X-Analyser than embed the CAN expertise from within the company within a rule-base to form a revolutionary database analysis tool that not only shows what the data are, but why the data are the way they are. A product of this type is currently not available on the market</p> <p>The project needs a new engineer to work on diagnostic algorithm development and testing on the bench and in actual vehicles</p> <p>The company is further looking to extend its capabilities in hands-on vehicle electrical/electronic architecture fault diagnosis, vehicle tear down operations and reverse engineering in particularly the domains of Controller Area Network technologies</p>	<ul style="list-style-type: none"> <li>• New product development [1]</li> <li>• Development of prototype product [2]</li> <li>• Product evaluation and testing [3]</li> <li>• Develop a prototype rule-based analysis tool for in-vehicle networks that embeds expert knowledge for fault finding in a single tool [2]</li> <li>• Bench test for CAN and refine tool [3]</li> <li>• Test on new unknown vehicle and reverse engineer CAN [3]</li> </ul>	<ol style="list-style-type: none"> <li>1. New product development</li> <li>2. Development of prototype product, services, or application</li> <li>3. Product evaluation and testing</li> </ol>	✓	✓	✓ ✓ ✓



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/119/A <b>(UoW)</b>	<p>The company was a generally fabricators and Engineers. Their main market was timber engineering – 80% of turnover was from equipment to make roofing trusses; however, since the recession it has diversified into five separate areas: engineering, re-engineering and fabrication, lifting and handling, hydraulic presses, access equipment, and timber engineering.</p> <p>The purpose of the project was to provide a dedicated resource solely for the development of new product ranges, and bespoke designs for clients. There was no designated designer within the company. Consequently, designs necessary for communicating with clients and for production are bottle-necked with staff with primary roles being elsewhere</p>	<ul style="list-style-type: none"> <li>• New product development [1]</li> <li>• Conduct market research [2]</li> <li>• Design new products to meet customized clients specification [1]</li> <li>• Implement a new design tool which is CAD (computer aided design) [3]</li> <li>• Test the compatibility of the software with other CAD software and existing manufacturing suppliers [3] [4]</li> <li>• Provide technical support for the sales process [5]</li> <li>• Create product development protocol [6]</li> <li>• Review the effectiveness of the design function and update as necessary [6]</li> </ul>	<ol style="list-style-type: none"> <li>1. New product development</li> <li>2. Market research</li> <li>3. Computer Assisted Design (CAD)</li> <li>4. System evaluation and testing</li> <li>5. IT Support</li> <li>6. Business process development</li> </ol>	✓	✓	✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/025/A <b>(UoW)</b>	<p>The company provides a cardiac and exercise rehabilitation programme to the Dudley and surrounding catchment area. It has a purpose built rehabilitation centre at Russell's Hall Hospital which provides the 'hub' for its services</p> <p>To encourage referral and retention of patients to "the Centre." This will include the setting up of new patient pathways and the development of new 'flexible' services for patients</p> <p>The purpose of the project is to provide exercise rehabilitation services to new patient populations and requires an enthusiastic exercise scientist with appropriate background in exercise rehabilitation/prescription for patients with:-</p> <ul style="list-style-type: none"> <li>• Cancer</li> <li>• Rheumatoid arthritis</li> <li>• Transient ischaemic attack</li> </ul> <p>In addition, expertise with respect to principles of adherence, autonomous motivation would also be valuable</p>	<ul style="list-style-type: none"> <li>• Professional support plus skills and expertise in exercise rehabilitation [1]</li> <li>• Provide rehabilitation and exercise 'intervention' at clinics to new and existing clients [1] [2]</li> <li>• Provide supervision and monitoring of patients and clients with regard to appropriate exercise and lifestyle interventions [1] [2]</li> <li>• Maintenance of reports related to client treatment and progress [2] [3]</li> <li>• Provide administrative assistance and the development of new administration procedures [3] [5]</li> <li>• Provide staff training for volunteer staff [4]</li> <li>• To assist with the collection of research and audit data [6]</li> </ul>	<ol style="list-style-type: none"> <li>1. Professional support</li> <li>2. Client management</li> <li>3. Business administrative Support</li> <li>4. Staff training and development</li> <li>5. Business process improvement</li> <li>6. Research and development (general business development-related)</li> </ol>			✓  ✓ ✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/139/A <b>(UoW)</b>	<p>The company provide foundation anchoring solutions for the rail industry with the use of their patented Anchor Post System. The company currently works over two areas: these are 1. Manufacturing. 2. Technical design and support</p> <p>The company would like to create technical files for the products that they produce in the industries where they are sold. The company require the technical resource of the university to create a model for the selection process and an Anchor Post Solution, so that they can make the selection process of their anchors quickly based on geotechnical information and load data received from the client</p>	<p>To fill knowledge gap in design, engineering and mathematical capabilities required to provide precise measurement of customer's requirements [1] [2]</p> <p>Provide mechanical, technical, and engineering support [1] [2]</p> <p>Produce technical files for Anchor Systems product ranges, which are manufacturing and technical design related [1] [2] [4].</p> <p>Identify opportunities for product innovation and extension of the current product range [4] [5]</p> <p>Develop and introduce solutions that enable the correct anchor to be selected based on geotechnical information and load data received from the client [3] [4]</p> <p>Provide company with technical capabilities through university/business collaboration via the graduate [1] [2]</p> <p>Fill skills gap in engineering and computer assisted design related capabilities [1] [2]</p>	<ol style="list-style-type: none"> <li>1. Mechanical engineering</li> <li>2. Computer Aided Design (CAD)</li> <li>3. Research and development</li> <li>4. New product development</li> <li>5. Product innovation</li> </ol>	✓		✓  ✓  ✓  ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/058/A <b>(UoW)</b>	<p>The company is an independently owned company that specialises in using the latest technological advances to create bespoke security solutions for its client base. It delivers long-life solutions, with low ownership and maintenance costs, that improve security and on-site monitoring</p> <p><b>Project:</b> The key to future sustainability of the organisation is its ability to start adopting the proactive and highly targeted marketing communications strategies</p> <p>It needs to continually communicate the good-news stories and examples of past projects to its target markets to ensure that the company's reputation and brand values of excellence and attention to detail are maintained and exploited</p> <p>It needs to generate leads and to convert those leads into sales in order to build its profitability and market share and to start reducing its reliance on the public sector</p> <p>It also needs to develop a range of marketing collateral that has the ability to communicate complex products in a medium that can be used and by non-technical experts</p>	<ul style="list-style-type: none"> <li>Develop marketing communication strategies in line with company's performance metrics, internal control mechanisms and tactical plans [1] [2]</li> <li>To conduct a strategic marketing analysis of the organisation, and assess marketing expertise and internal plus external environments [3]</li> <li>Assist in the strengthen of the company's brand equity to increase its commercial value, and enhance online presence [4] [5]</li> <li>Create customer relationship management framework and work proactively to increase the sales volume of ATEC's existing customer base [6]</li> <li>Create tailored print materials such as brochures, posters, and adverts, design customized print and e-based marketing materials, direct mail campaigns and advertising promotions that are designed to stimulate new market demand [7] [8]</li> <li>Provide knowledge to improve the personal selling techniques used by its field sales team</li> </ul>	<ol style="list-style-type: none"> <li>Strategic marketing</li> <li>Marketing communication strategy</li> <li>Strategic market analysis</li> <li>Brand development and positioning</li> <li>Social media and online Presence enhancement</li> <li>Customer relationship management</li> <li>Marketing materials and promotional tools</li> <li>Staff training and development</li> </ol>	✓  ✓ ✓	   ✓    ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/141/A  (UoW)	<p>The company specializes in the in-house design, testing, and supply of elevator safety products and associated lift components</p> <p>The company offers a range of VG safety products which are designed to work in harmony with each other, and have continually evolved in line with the latest European safety regulations (within the lift industry).</p> <p><b>Project:</b> The main purpose of the project is to ensure company's compliance with new safety regulations, specifying that a lift must prevent "uncontrolled upward movement." The company's VG Safety Gear is bi-directional and can be inverted to brake in the upward direction in tandem with a standard "downward acting" safety gear. This additional safety gear can either be attached directly to the downward acting safety gear or mounted separately on top of the lift. The company also offers full traction and groove pressure calculations for lift machines conjunction with a specific enquiry or order</p>	<ul style="list-style-type: none"> <li>• Research and development [1]</li> <li>• Product design testing and evaluation [2] [4] [5]</li> <li>• Provide skills and expertise required for company's compliance with new European Union safety regulation regarding lifts [6]</li> <li>• Provide additional capacity to fulfil the company's business commitment on three new contracts involving product development, prototype creation and testing prior to manufacturing [4]</li> <li>• Development of technical 'spreadsheets' and a bespoke calculation package which will calculate and specify lift speeds [2]</li> <li>• Work on early development stages of a safety gear that require further testing and development [2]</li> <li>• Develop customized products for international markets (US and China) and design customized bespoke product for certain clients. Conduct testing and refining on new product [1] [2]</li> <li>• Research, design and test a gear safety system for this innovative new (guile rail) product [1] [2] [3] [5]</li> <li>• Provide design, model creation, and testing assistance, to prepare company BSI certification [2] [4] [5]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Product innovation</li> <li>4. Development of prototype product, services, or application</li> <li>5. Product evaluation and testing</li> <li>6. Compliance with new EU regulation regarding lifts</li> </ol>	✓		✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/030/A  (UoW)	<p>The company is an educational charity. The trust cares for a collection of internationally-important collection of British motor vehicles and a large archive of related material, displaying and storing both at the Heritage Motor Centre, a purpose-built museum. The trust also operates an education service which provides learning opportunities for schools, colleges, universities and other educational institutions</p> <p><b>Project:</b> The trust wish to shift focus of its programmes from solely historical curriculum to develop Science, Technology and Engineering (STEM) programmes to broaden their educational product offerings</p> <p>The project involves market research and product development, to explore both the range of potential programmes to be delivered and to consult with potential users of these sessions. The project requires a science graduate to carry out this work after which the trust can launch and operate these new programmes. The project requires someone with a formal background in engineering or science since it is aimed at researching and devising suitable STEM-based projects for the museum education service. There is no-one in the company's current who has the necessary skills to carry out this work</p>	<ul style="list-style-type: none"> <li>• Market research [2]</li> <li>• New product development [4]</li> <li>• Product evaluation and testing [5]</li> <li>• Research and development of suitable STEM-based projects for the museum education service [1]</li> <li>• Conduct benchmarking and market analysis of other museums and science centres to produce a review of current STEM provision for students at various key stages [2] [3]</li> <li>• Conduct consultation work with schools, colleges and other educational providers to ascertain their needs and aspirations for STEM input at the museum [2]</li> <li>• Develop good working links with other agencies and stakeholders at local, regional, and national levels as appropriate to identify funding opportunities, promote partnership working and the development of trust educational activities within the community especially in relation to STEM-based activities [5]</li> <li>• Produce a cost outline of the programme (educational activities) based on research which could be developed into deliverable programmes for use at the Heritage Motor Centre [1] [2] [3] [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. Market research</li> <li>3. Market analysis</li> <li>4. New product development</li> <li>5. Product evaluation and testing</li> <li>6. Relationship marketing</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/154/A <b>(UoW)</b>	<p>The company is a social enterprise operating within the recycling sector supply chain by collecting sorting and preparing materials for reprocessing</p> <p>With UK recycling growing at a substantial rate driven by legislative and social factors, the reprocessing industries as a result are rapidly developing to respond with new sustainable end-use materials entering the market</p> <p><b>Project:</b> The company wish to diversify into the production of added value design led furniture using sustainable recycled materials as a core feature of products. Aesthetically, the material will be enhanced by an innovative surface pattern finishing application called hydrographic printing. The process is well known within the automotive industry; however, Cae Post has identified a strategic opportunity to add value to dull uninteresting reprocessed material with the surface pattern design/finish to produce new products and enter new markets</p>	<ul style="list-style-type: none"> <li>• New product innovation and development. Creation of new products from reprocessed and recycled materials coupled with the hydrographic surface finishing application [1] [2] [3]</li> <li>• Provide design skills, knowledge and capability to exploit the potential, to identify and manage limitations of novel reprocessed materials [2]</li> <li>• Research and development, feasibility study, prototyping, design development and full production. Assist with design, new product development and manufacturing capability [1] [2] [3] [4]</li> <li>• Conduct product testing to assess product performance, safety, quality, and compliance within established standards [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Product innovation</li> <li>4. Product evaluation and testing</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/048/A  (UoW)	<p>The company is a family owned business. Trading for over 100 years, the company supplies an extensive range of audio equipment and accessories to the UK educational sector, to the leisure industry and to the local courts and police stations. The company had a significant share of the audio equipment market, but in recent years this has been eroded by competitor action, advances in technology, and the ease with which new competitors can enter the sector. This has impacted its ability to retain its financial status, and market dominance</p> <p>The purpose of the project is to grow the company market share, respond intelligently to the recent erosion of the company's market share, ensure future sustainability by recognition and adaptation to changes within its core market, to build new markets, and mitigate future declines in profitability. The project will facilitate the development of proactive mechanisms that will allow it to plan for growth, make commercial decisions based on tailored market intelligence, and exploit the product and operating competencies it has acquired. It will also create communication strategies that will allow the company to maximise brand values</p>	<ul style="list-style-type: none"> <li>• Conduct a strategic analysis of the company market structure [1] [2]</li> <li>• Research and identify new overseas markets with a view to developing realistic international market penetration and market development strategies [3] [4]</li> <li>• Generate a framework to maximise the sales value of the company's existing customer base [1]</li> <li>• Improve the understanding of the unique selling proposition of the company, structure the organisation, target market, and market for each sector [1]</li> <li>• Strengthen brand values to increase its commercial value [5]</li> <li>• Develop growth strategies along with performance metrics, internal control mechanisms and tactical plans [1]</li> <li>• Create a customised marketing communications plan, including e-based and print media designed to stimulate new market demand [6]</li> <li>• Develop growth strategies along with performance metrics, internal control mechanisms and tactical plans [1]</li> <li>• Generate a relationship management framework to maximise the sales value of existing customer base [7]</li> </ul>	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Strategic market analysis</li> <li>3. Market research</li> <li>4. New market penetration (build new market)</li> <li>5. Brand development and positioning</li> <li>6. Marketing communication</li> <li>7. Relationship marketing</li> </ol>	✓		✓
				✓	✓	✓
						✓
						✓
						✓



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/084/A <b>(UoW)</b>	<p>The company is a vibrant business, currently looking to expand into the corporate events market</p> <p>This exciting new phase of growth for the business requires the company to carry out market research, identify new target markets, and develop a business plan and marketing strategy and to evaluate the first two years performance to help the company move forward</p> <p>The skills needed do not currently exist within the business and they are, therefore, keen to work with the University of Wolverhampton through a model which will help to grow the business using expertise from a recently qualified graduate, together with the data, research and expertise which they can access through the university, as CLL lacks the ability to take this important growth area forward and requires the assistance of a university partner to transfer the knowledge into the company to ensure sustainable growth in the future</p>	<ul style="list-style-type: none"> <li>• Develop a marketing strategy [1]</li> <li>• Develop a business plan [2]</li> <li>• Conduct market research, and identify new target markets [3]</li> <li>• Provide marketing planning, scheduling, process and relationship mapping, and optimisation [4]</li> <li>• Assist with customer relationship management, opportunity spotting, continuous improvement, and marketing promotions [5]</li> <li>• Implement new innovative ideas and technology to attract a new target audience, and performance evaluation [6]</li> </ul>	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Business plan</li> <li>3. Market research</li> <li>4. Marketing planning</li> <li>5. Customer relationship management</li> <li>6. Business process innovation</li> </ol>	<p>✓</p> <p>✓</p>		<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/109/A <b>(UoW)</b>	<p>The company provides sound and practical planning, permitting, engineering and commercial expertise, using in-house specialist consultants and supported, where necessary, via a team of independent specialist associates for a wide range of environmental projects relating to waste management, minerals, renewable energy and other land development sectors, primarily in the UK and Ireland</p> <p>The purpose of this project is to generate a new business stream for the company through the development of an augmented reality application for use on mobile devices (e.g. iPad) or wearable computing hardware (e.g. smart glasses) for the environmental business sector. This will provide a diversification of business opportunities for the company in addition to providing an 'added value' service to our existing clients and deliverables.</p> <p>Require skills to move from 2D drawing formats for environmental analysis to a 3D visualization format.</p>	<ul style="list-style-type: none"> <li>• Conduct a full market analysis and research</li> <li>• Produce a marketing strategy report and marketing information [1] [2] [3]</li> <li>• Conduct software analysis of current and emerging tools to support Augmented Reality (AR) based simulation development [4] [5] [6]</li> <li>• Develop a 'marker-based' AR, i.e. 3D tool to visualise environmental data in an office environment [5]</li> <li>• Develop a static field-based augmented reality, 3D toolkit for visualising environmental data 'on site' [4] [5]</li> <li>• Create a dynamic geo-located augmented reality, tool for environmental information visualisation [4] [5]</li> <li>• End-user evaluation and documentation [6]</li> </ul>	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Marketing analysis</li> <li>3. Marketing research</li> <li>4. New product development</li> <li>5. Computer aided design (CAD)</li> <li>6. Product evaluation and testing</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/138/A <b>(UoW)</b>	<p>The company is privately owned and based in South Shropshire, operating in the automotive commercial vehicle market and providing high quality engineered van lining solutions in both ply-wood and plastic materials. Their in-vehicle conversion systems provide complete racking solutions for mobile workplaces across all types of industry sector</p> <p>The purpose of the project is to introduce Solid Work as their 3D CAD application to support the company's growth plan</p> <p>The company had limited skills in 3D CAD design and this has impacted opportunities for growth and success over their competitors. The introduction of CAD will significantly improve this situation. This project will allow them to improve their design processes and develop new products</p>	<ul style="list-style-type: none"> <li>To produce a technical data and design control system for the commercial vehicle linings product ranges and provide a robust technical base for planned business growth [1]</li> <li>Develop and introduce Solid Works 3D CAD modelling capability to commercial vehicle linings [2] [3] [4]</li> <li>Identify opportunities for new product range innovations and development, and the extension of the current product range [1] [4]</li> <li>Support the design team in processing running projects into production (CAM) [2]</li> </ul>	<ol style="list-style-type: none"> <li>Business process innovation</li> <li>Computer aided design (CAD)</li> <li>Computer aided manufacturing (CAM)</li> <li>Research and development</li> </ol>			<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/018/A  (UoW)	<p>The company offer specialist knowledge of the UK and Ireland from a dedicated team of experienced multinational travel professionals providing a wide range of leisure and special interest travel services for both the individual and group travel markets</p> <p>The purpose of the this project is to provide marketing support to the international and domestic sales teams deploying both off line and digital skills as well as assist the company to move up the distribution chain and have direct access to their consumers to give the business greater control of its growth strategy, whilst expanding into the growing online direct sell B2C marketplace in the US</p>	<ul style="list-style-type: none"> <li>Conduct market research and data collection around the US Market [1]</li> <li>To work with the MD to develop a marketing strategy on expansion into the US market [2]</li> <li>Research and identify the management systems required to facilitate the promotional activities and booking requirements [1] [4]</li> <li>Implement the marketing strategy for the launch of new focus for the business [2] [4]</li> <li>Embed new technologies in the business and to deliver staff training around these technologies [4]</li> <li>Market launch of the business in the B2C US market [7]</li> <li>Train staff on how to use new system (technology) [6]</li> <li>Research and identify transferability of plans to other growing B2C markets [1] [7]</li> <li>Project management and evaluation, and continuous progress monitoring [9]</li> <li>Provide marketing support to the international and domestic sales teams [3]</li> <li>Implement marketing strategy plan to support the sales teams with marketing collateral, public relations, email and social media campaigns [3] [4]</li> <li>Create newsletters and sales material for sales teams [5]</li> <li>Support and develop the branding of the organisation [10]</li> <li>Develop a protocol for the updating content of the website [8].</li> <li>Assists with production of sales material [5]</li> <li>Assists with analysis of market trends and competitor analysis [2][4]</li> <li>Run public relations and social media activity [11]</li> </ul>	<ol style="list-style-type: none"> <li>Market research</li> <li>Marketing strategy</li> <li>Marketing communications</li> <li>Marketing management</li> <li>Sales promotion</li> <li>Staff training</li> <li>New market penetration</li> <li>Website content update</li> <li>Project management</li> <li>Brand development</li> <li>Social media and online presence enhancement</li> </ol>	✓ ✓		✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/095/A (UoW)	The purpose of this project is to engage marketing expertise to fully research and grow the commercial development of a town hall.	<ul style="list-style-type: none"> <li>Marketing research</li> <li>Marketing planning</li> <li>Marketing communications</li> <li>Personal selling</li> <li>Develop a marketing strategy for the project</li> <li>Create a new user-friendly website</li> <li>Utilisation of social media and PR for promotions</li> <li>Create marketing materials and brochures</li> </ul>	<ol style="list-style-type: none"> <li>Market research</li> <li>Marketing strategy</li> <li>Marketing communications</li> <li>Sales promotion</li> <li>Website development</li> <li>Social media enhancement and online presence</li> <li>Marketing communications</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/118/A <b>(UoW)</b>	<p>The company is a regional SME with aspirations for growth and employment in the West Midlands area of Bromsgrove. The business successfully trades in gold and precious metals, allowing customers to buy, register, and secure their purchases via their secured facilities</p> <p>The purpose of the project is to research the potential for the “a specific product” in both the UK retail and international gift markets</p>	<ul style="list-style-type: none"> <li>Research the potential for the product in both the UK retail and international gift markets. This includes the investigation of the licensing market for character-based product variants [1]</li> <li>Develop a strategic marketing and product development plan that directs marketing communications activities and the sales distribution channels for the product in international markets [2] [3]</li> <li>Direct the development of and launch a concerted marketing and sales campaign(s) in the selected market(s) and prioritise the development of a branded web portal(s) as a locus for trade and consumer interaction with the product [3]</li> <li>Create tailored marketing communications, including e-based and print media designed to generate and stimulate consumer awareness and demand [3]</li> <li>Monitor product and marketing performance measures including sales revenue and gross profitability in order to report back on the relative success of marketing activities and investment to date. Upon reporting, the project should recommend corrective measures and emerging opportunities for increased sales performance in the target market(s) [5]</li> </ul>	<ol style="list-style-type: none"> <li>Market research</li> <li>Marketing strategy</li> <li>Marketing communications</li> <li>Web development and updates</li> <li>Project management</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/075/A <b>(UoW)</b>	<p>The company produces ranges of high end luxury soft furnishings for domestic living, most typically, rugs</p> <p>The purpose of this project is to identify new markets for designs and develop complimentary ranges of interior furnishings</p>	<ul style="list-style-type: none"> <li>• Create and launch a range of complimentary products to encourage customers to buy further products [1]</li> <li>• Assist with the development of a collection of textile products with the advice and guidance from the companies design manager[1] [2]</li> <li>• Provide assistance with colour selection, range planning and create a layouts for these products using CAD software (Photoshop) [3]</li> <li>• Assist with creating a final CAD files in the required specification for each product [3]</li> <li>• Liaise with client about the final product and arrange sampling [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. New product development</li> <li>2. Business process improvement</li> <li>3. Computer Assisted Design (CAD)</li> <li>4. Client management</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/132/A <b>(UoW)</b>	The purpose of this project is to further develop the existing bespoke Inventor 3D CAD Database currently used across the business whilst documenting the Industrial Penstocks modelling procedure and parametric capacity within their existing Q2M systems	<p>Assist in business continuity and knowledge transfer of business intellectual property and technical know-how from retiring personnel to new graduate [1]</p> <p>Documentation of the existing Industrial Penstocks modelling procedure and parametric capacity within the existing Q2M system [1]</p> <p>Develop a new strategic design policy and pushing forward innovative designs and customise 3D CAD plans [2] [3]</p>	<ol style="list-style-type: none"> <li>1. Succession planning – business continuity and sustainability</li> <li>2. Business process improvement</li> <li>3. Computer Assisted Design (CAD)</li> </ol>	✓		✓  ✓ ✓





Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/050/A <b>(UoW)</b>	<p>The purpose of this project is to help the company develop its design capability and review existing products, materials and markets to develop a new strategic design policy and innovative new design solutions</p> <p>There is a need for new design and development skills to meet the ever increasing demands of our existing customers. The graduate will bring 2D and 3D imaging skills for the purpose of both sales and production. With photo-real 3D imaging we can quickly and effectively work with clients for bespoke solutions</p>	<ul style="list-style-type: none"> <li>Implement a new CAD software design software</li> <li>Integrated computer CAD processes evaluated and developed</li> <li>Review product development and design process to ensure all systems are fully implemented in the organisation</li> </ul>	<ol style="list-style-type: none"> <li>Computer Assisted Design (CAD)</li> <li>Business process improvement</li> </ol>	✓		✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/050/B <b>(UoW)</b>	The purpose of this project is to help the company develop its design capability and review existing products, materials and markets to develop a new strategic design policy and innovative new design solutions	<ul style="list-style-type: none"> <li>Review and evaluate current products and short term problems, with design and manufacture in the company structure [1]</li> <li>Conduct external market research through client visit reports and visual presentation, trend forecasts from exhibitions and company visits, competitor analysis, safety standard compliance, the creation of a technical database, and a client needs and lifestyle trends analysis [2]</li> <li>Implement a computer aided design (CAD) new design software [3] [4]: <ul style="list-style-type: none"> <li>Evaluation of company's integrated computer requirements for design, manufacture, and client visualisations</li> <li>Evaluation of market leaders in design software and hardware, analysis of benefits of each</li> <li>Performance testing of new CAD software on existing components, to assess usability, time scales and suitability for product development</li> <li>Test compatibility with other standard imaging software and manufacturing suppliers</li> <li>Assess training requirements, and opportunities offered by suppliers of software. Ensure compatibility of CAD software with manufacturing process</li> <li>Liaise with hardware suppliers to assess suitability, costs, and efficiency. Assess costs versus performance, usability, and fitness for purpose</li> <li>Purchase hardware and software, liaising with suppliers</li> </ul> </li> </ul>	<ol style="list-style-type: none"> <li>New product development</li> <li>Market research</li> <li>Business process reengineering</li> <li>Computer assisted design (CAD)</li> </ol>			<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/070/A <b>(UoW)</b>	<p>The company is an international product design and manufacturing company which specialises in Energy Efficient Lighting products. The company designs LED products for the residential, commercial, and industrial lighting markets</p> <p>The purpose of the project is to develop a professional product design capability to support research, and design development of energy efficient LED Lighting Technology that links marketing and sales with cost effective production processes for UK and European markets</p>	<ul style="list-style-type: none"> <li>Research and development [1]</li> <li>2D drawings and 3D modelling with visualisation [2] [3]</li> <li>Offer a bespoke design service PCB layout design [2]</li> <li>Design and develop a 3D CAD models and engineering drawings modelling of production/prototype components using Pro/Engineer, SolidWorks [2] [3]</li> <li>Support the introduction of new product concepts comprising of CAD images or hand sketches [2] [3]</li> <li>Test, evaluate, and quality control the products [4]</li> <li>Provide technical support to the sales team and meet with suppliers/customer[6] [7]</li> <li>Development of quality sales and marketing literature [5]</li> <li>Manage supply chain relationships, product inventory and all technical files [8]</li> </ul>	<ol style="list-style-type: none"> <li>Research and development</li> <li>New product development</li> <li>Computer assisted design (CAD)</li> <li>Product evaluation and testing</li> <li>Marketing communication</li> <li>Customer relationship management</li> <li>Technical support</li> <li>Supply chain management</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/064/A <b>(UoW)</b>	<p>The company is an engineering company based near Birmingham. They manufacture and refurbish white metal bearings for heavy engineering and the electrical supply industry</p> <p>The proposed project is to investigate the contamination in the process waste water from the company's foundry, agree a regulated resolution with the water supplier, and deliver an effective, sustainable long-term solution</p>	<ul style="list-style-type: none"> <li>• Project management and research [1]</li> <li>• Research the contamination in the process waste water from the companies foundry [2] [4]</li> <li>• Legal compliance [2] [3]</li> <li>• Reduce environmental impact [2]</li> <li>• Sustain employment [2] [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. Project management</li> <li>2. Risk management</li> <li>3. Consultancy and advice</li> <li>4. Business sustainability</li> </ol>			<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/120/A <b>(UoW)</b>	<p>The company is a specialist application development and software solution provider currently operating predominantly within the care and retail sectors. Their software solutions have been developed to specifically meet the needs of their customers. Their 'maxtime' service is a complete, cloud based, time and attendance solution which uses biometric technology with added functionalities of scheduling and labour budgeting</p> <p>The purpose of the project is to develop and initiate a marketing plan aligned to the outcomes of market research activity and implement internal controls which support sales growth, within the current operating structure</p>	<ul style="list-style-type: none"> <li>• Conduct a strategic market analysis of the organisations current market position within its current market places [1]</li> <li>• Research new markets and opportunities for the 'maxtime' software [2]</li> <li>• Develop and implement a marketing strategy for new market penetration and growth alongside internal control mechanisms [1] [3]</li> <li>• Develop marketing materials and resources for sectors identified within the market research activities [4]</li> </ul>	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Market research</li> <li>3. New market penetration</li> <li>4. Marketing communications</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/187/A <b>(UoW)</b>	<p>The company is a financial adviser practice based in Shrewsbury. It offers a wide range of products, including pensions, mortgages, investments, trusts, and protection policies, as well as annual financial reviews and unbiased advice</p> <p>The purpose of this project is to target small employers within a 50 mile radius of Shrewsbury with tailored advice on auto-enrolment. The project also plans to target company directors and employees with other suitable products to provide additional, more lucrative income streams</p> <p>It is the company's intention to use this KEEN project to exploit the additional capacity and to capitalise on the emerging market opportunities</p>	<ul style="list-style-type: none"> <li>Design, implement and deliver a highly-targeted B2B and B2C communications strategy focused on developing the auto-enrolment and allied product markets[1] [2]</li> <li>Create a proposition that key client groups can identify with and that can be replicated and reinforced across online and offline mediums [2]</li> <li>Develop internal systems that can support the sales process and integrate them with the back office structures [4]</li> <li>Increase business capacity, and target new market [5] [6]</li> </ul>	<ol style="list-style-type: none"> <li>Marketing strategy</li> <li>Marketing communication</li> <li>New service development</li> <li>Sales and marketing systems</li> <li>Business development and growth</li> <li>New market penetration</li> </ol>	<div>✓</div> <div>✓</div>	<div></div> <div>✓</div>	<div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/079/A <b>(UoW)</b>	<p>The company is a firm of Chartered Financial Planners, authorised and regulated by the Financial Conduct Authority (FCA), to provide investment and pension's advice</p> <p>The purpose of the project is to accelerate the modest growth trend it has secured over the last five years in order to double client numbers, turnover, and profitability over the next five years</p> <p>The directors are seeking to undertake highly-targeted market research, and use the results of this research to develop a robust marketing strategy that is aligned to their business strategy and to implement the marketing plan to achieve the required financial objectives</p>	<ul style="list-style-type: none"> <li>Develop a marketing strategy and marketing plan as a working document, setting out strategies and tactics [1]</li> <li>Conduct market research to ensure that there is a clear understanding of the needs and aspirations of Matrix Capital's target audience and of their competitors [2]</li> <li>Research and analyse the understanding of the economic, legislative, and regulatory landscape and how likely it is to impact upon the company's clients and business [2]</li> <li>Carry out adjustments to the client proposition and business model to ensure that the company continues to meet the needs of its target audience and achieves its business aspirations [3]</li> <li>Implement the marketing strategies and tactics, including revisions to all marketing materials, the website, and the use of social media [5] [7]</li> <li>Create a marketing 'operating manual' with a system of monitoring and reviewing results [6]</li> <li>Develop a range of marketing, relationship management and communication plans for the company along with a portfolio of print and e-based marketing materials such as brochures, posters, and adverts etc. that are appropriate to the company's client groups [3] [4] [5]</li> </ul>	<ol style="list-style-type: none"> <li>Marketing strategy</li> <li>Market research</li> <li>Marketing management</li> <li>Customer relationship management</li> <li>Marketing communications</li> <li>Sales and marketing systems</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/135/A  (UoW)	<p>The company is a leading provider of equipment for the aluminium and other non-ferrous industrial sectors. They specialise in solutions tailored to each client's specific requirements on various size projects ranging from small existing equipment re-builds right through to multi million pound turnkey projects</p> <p>The main purpose of the project is to assist the company to implement a Project Resource Analysis Tool for ISO27000, which will further enhance their existing quality systems, and will reduce data security risks to the company and allow for ISO27000 accreditation</p>	<p>Professional and technical IT support to implement a robust data security systems that meets best practices, and ensures:</p> <ul style="list-style-type: none"> <li>• Business continuity planning</li> <li>• System access control</li> <li>• System acquisition, development and maintenance</li> <li>• Physical and environmental security</li> <li>• Compliance</li> <li>• Information security incident management</li> <li>• Personnel security</li> <li>• Security organisation</li> <li>• Communication and operations management</li> <li>• Asset classification and control</li> <li>• Security policies [1]</li> </ul> <p>Assist in the policy setting and definition for information security management system (ISMS) policy [1]:</p> <ul style="list-style-type: none"> <li>• Define the scope of the ISMS</li> <li>• Perform a security risk assessment</li> <li>• Manage the identified risk</li> <li>• Select controls to be implemented and applied</li> <li>• Prepare an service oriented architecture (SOA)</li> </ul> <p>Reduce risks to the company and allow for ISO27000 accreditation [1]</p>	<ol style="list-style-type: none"> <li>1. Information technology security</li> <li>2. Professional support</li> </ol>	✓	✓	✓



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/016/A <b>(UoW)</b>	<p>The company undertakes ecological and biodiversity projects throughout the UK for a wide range of private sector and public sector clients</p> <p>The purpose of the project is to develop an enhanced capability within the company in the area of Wetland Habitat Creation</p> <p>The company requires detailed scientific/technical support for establishment phase of Wetland Habitat Creation – to include seeding, plant plug, soil/turf translocation, botanical/edaphic characteristics</p> <p>The challenge is to identify the NVC target habitats most likely to succeed for a given soil type, and hydro-ecological condition. Detailed management of soils and establishing vegetation is required during the creation and establishment phase. Knowledge is required pertaining to impact of nutrient levels on final habitat and particularly botanic quality, and nutrient depletion from agricultural soils</p>	<ul style="list-style-type: none"> <li>Undertake research within the company [1]</li> <li>Conduct a literature review and summary [2]</li> <li>Investigate into the existence of seed and hay donor sites [1]</li> <li>Conduct soil nutrient depletion cropping experiments [1]</li> <li>Conduct a survey vegetation communities at donor sites and prepare receiver sites [1] [3]</li> <li>Analyse agricultural soils [1]</li> <li>Implement larger scale trials of nutrient depletion utilising most successful crop/ technique [3] [4]</li> <li>Write review paper on soil nutrient depletion techniques [2]</li> </ul>	<ol style="list-style-type: none"> <li>Research and development</li> <li>Business research paper</li> <li>New product development</li> <li>Product evaluation and testing</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>



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KEEN/043/D  (UoW)	<p>The company supports the design, manufacturing, and distribution of traditionally crafted sports cars into high value and high performance markets</p> <p>The purpose of the project is the implementation of a digital marketing strategy</p>	<ul style="list-style-type: none"> <li>Develop a digital marketing strategy [1]</li> <li>Improve digital marketing with functionality, relevance and hit rate of its website [2]</li> <li>Use social media to provide a proactive communication medium [2] [3]</li> <li>Reinforce and extend brand identity [4] [5]</li> <li>Target new market sectors as part of a market development strategy [1]</li> <li>Generate intelligence that can be used to develop and populate an appropriate relationship management platform and to underpin an associated sales campaign [6]</li> </ul>	<ol style="list-style-type: none"> <li>Marketing strategy</li> <li>Digital and online marketing campaigns</li> <li>Marketing communications</li> <li>Marketing management</li> <li>Brand development and positioning</li> <li>Sales and marketing systems</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/182/A <b>(UoW)</b>	<p>The company work with intermediary organisations to provide remote management, maintenance, technical support and managed services for data, voice, and converged networks. They also provide consultancy, engineering and professional services</p> <p>The purpose of the project is to assist in the development of sales strategy, which complements the company's recent restructure exercise for business growth</p>	<ul style="list-style-type: none"> <li>Developing a highly-focused sales strategy [1]</li> <li>Focus exclusively on the maintenance and professional services market [1]</li> <li>Generate commercially exploitable market intelligence which can be used for future marketing campaigns [2]</li> <li>Develop sales and marketing strategy which will increase the turnover contribution of engineering and professional services support by 2% over a two-year period. As well increase the long term profit and turnover by 5%. [1] [2] [4]</li> <li>Address the current under-utilisation of the company's engineering and professional services departments [1]</li> <li>Build sustainable customer relationships that can be used to upsell additional services [5]</li> <li>Provide a realistic, feasible and achievable sales strategy focused on engineering and professional services sectors [1] [2]</li> </ul>	<ol style="list-style-type: none"> <li>Sales strategy development</li> <li>Marketing strategy</li> <li>Marketing management</li> <li>Implementation of sales and marketing strategy</li> <li>Customer relationship management</li> </ol>	✓ ✓		✓ ✓ ✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/182/B  (UoW)	<p>The company works with intermediary organisations to provide remote management, maintenance, technical support, and managed services for data, voice, and converged networks. They also provide consultancy, engineering and professional services</p> <p>The purpose of this project is to develop a marketing communication strategy for the company that ensures current and potential clients are kept informed about relevant products and services</p>	<ul style="list-style-type: none"> <li>Develop a marketing communication strategy that ensures current and potential clients are kept informed about relevant products and services [1] [2]</li> <li>Build sustainable customer relationships that can be used to upsell additional services and to secure repeat purchases [2]</li> <li>Develop brand loyalty of the company, and to maximise the use of digital technologies [4] [5] [6]</li> <li>Generate commercially exploitable market intelligence that can be used to augment future marketing campaigns [7] [4]</li> <li>Work in conjunction with KEEN A, in developing a sales and marketing strategy to increase the turnover contribution of engineering and professional services support by 2% over a two-year period. As well as increase the long term profit and turnover by 5% [8]</li> <li>Develop and maintain a client database and relationship management, to generate market intelligence and improve the company's income generating activities [9]</li> <li>Monitoring and feedback mechanism to evaluate the return on investment of each communications campaign and be used to direct future marketing spend [4] [10]</li> </ul>	<ol style="list-style-type: none"> <li>Marketing strategy</li> <li>Marketing communication</li> <li>Customer relationship management</li> <li>Marketing management</li> <li>Brand development and positioning</li> <li>Online marketing</li> <li>Market intelligence</li> <li>Implementation of sales and marketing strategy</li> <li>Client database</li> <li>Project management</li> </ol>	✓          ✓		✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/185/A <b>(UoW)</b>	<p>The company is an arts and community hub in Wolverhampton. It is a registered charity and a company limited by guarantee. It is a mixed operation comprising theatre and room hire, tenant groups (including recording studios, a community radio station, and a café) and a programme of music and drama performances and classes</p> <p>The purpose of this project is to create and pursue a new marketing strategy, bring new key skills and resources into the organisation to research and identify new income channels which will help the company become sustainable without reliance on a block grant</p>	<ul style="list-style-type: none"> <li>• Conduct market research and analysis, including external analysis and internal analysis [1] [4]</li> <li>• Develop a marketing strategy and plan, and set objectives [2]</li> <li>• Develop communication strategies [5]</li> <li>• Develop branding and market presence [6] [7]</li> <li>• Launch new products</li> <li>• On-line presence review and improvement including active use of social media [7]</li> <li>• Create print media, and conduct PR, personal selling, [5]</li> <li>• Review and embedding after formal marketing plan presentation to Board [2]</li> </ul>	<ol style="list-style-type: none"> <li>1. Market research</li> <li>2. Marketing strategy</li> <li>3. Marketing plan</li> <li>4. Market analysis</li> <li>5. Marketing communications</li> <li>6. Brand development</li> <li>7. Social media and online presence enhancement</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/100/A <b>(UoW)</b>	<p>The company is a manufacturer and innovator of contemporary and ergonomic seating and upholstered soft seating to promote healthier working</p> <p>The purpose of this project is to increase stability of the organisation. In addition to this, the company also identified that it needs to further mitigate the risks associated with the sector it operates within by expanding and strengthening its product portfolio into new business sectors</p>	<ul style="list-style-type: none"> <li>• Research and development [1]</li> <li>• New product design and development activities to expand product range within existing and new markets [2]</li> <li>• Obtain skills and expertise for using CAD and SolidWorks software to design and develop a new products [3]</li> <li>• Increase brand recognition and awareness within existing markets and identified new markets [4]</li> <li>• Explore new and existing market opportunities to develop the company [5]</li> <li>• Create and use market intelligence effectively to drive product development [6]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Computer Assisted Design (CAD)</li> <li>4. Brand development</li> <li>5. Market research</li> <li>6. Market intelligence</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/178/A <b>(UoW)</b>	<p>The company has been operating in the automotive, and aerospace sectors, providing engineering consultancy services through to low volume prototype build in the fields of hybrid and electric vehicles, vehicle design, systems and safety engineering, and electronics design and integration</p> <p>The purpose of the project is to involve system architecture design, the development of control algorithms and diagnostics using Mathworks MATLAB/Simulink tools, simulation, test and calibration, automatic code generation, and safety engineering analysis</p>	<ul style="list-style-type: none"> <li>• Achieve a level of product maturity through safety engineering and associated software and hardware test and development to meet the market requirements [1] [2] [5]</li> <li>• The establishment of processes and procedures within the business to support a safety engineering activity [4]</li> <li>• Analysis of the application, using the pod as a case study and evaluating the safety requirements resulting on the Potenza equipment [4]</li> <li>• Conduct formal analysis of the hardware and software, and documentation thereof [1] [3]</li> <li>• Development of the control algorithms, and working with the software and hardware development teams to evolve the solution to meet the requirements [1] [2]</li> <li>• Establishing a system development process to include safety engineering [4]</li> <li>• Development of algorithms to support the pod system requirements as part of the case study, implementation and test [2]</li> <li>• Develop teams to expand the solution to meet the requirements [1] [2]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Product evaluation and testing</li> <li>4. Business process improvement</li> <li>5. Computer Aided Engineering</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/067/A <b>(UoW)</b>	<p>The company is an independent, membership-only, not-for-profit organisation offering an impartial intermediary service between end-users and diagnostic companies</p> <p>The purpose of this project is to expand its membership to grow its core income stream. The company also plans to actively target the non-technical market, which use polymers in their products or manufacturing processes but lack an understanding of the technical aspects of the material, and to explore the potential of using carefully selected funded projects to diversify its income streams and to develop complementary competences</p>	<ul style="list-style-type: none"> <li>• Undertake a strategic analysis of the organisation to identify areas of competitive advantage [1] [2]</li> <li>• Develop growth strategies along with performance metrics, internal controls, and tactical plans that exploit the identified opportunities for growth [2] [3]</li> <li>• Create a relationship management framework to maximise the sales value of existing customer base and ensure that they continue to renew their membership [3] [4]</li> <li>• Enhance the branding, key account management and product development of the organisation [4]</li> <li>• Develop customised marketing communication platforms including e-based and print media to stimulate new, non-technical, market demand [5]</li> <li>• Conduct market scanning function that can identify appropriate funded projects and establish their linkages to core competencies and that can be used for future market development strategies [6]</li> </ul>	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Business development and growth</li> <li>3. Business process improvement</li> <li>4. Customer relation management</li> <li>5. Marketing communication</li> <li>6. Market research</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/041/A <b>(UoW)</b>	<p>The company is the world's leading supplier of replacement parts for Jaguar and Daimler cars. It specialises in manufacturing parts for vintage models using original tooling and specifications</p> <p>The purpose of the project is to address potential issues within the Light Assembly area and will address similar issues within the engineering area as a secondary consideration time and resource permitting</p> <p>The affiliate and the university will provide knowledge and expertise to create learning objects using a variety of technical and creative practices, production methodologies and tools, including interactive and web authoring (scripting / coding in Adobe Flash, Director, HTML and JavaScript), the design, acquisition and manipulation of sound, video, animated and illustrations/photos (using software such as Adobe CS4 Photoshop, Premiere, Audition, After-Effects) for local delivery within a networked environment</p>	<ul style="list-style-type: none"> <li>Provide knowledge and expertise to create learning objects using a variety of technical and creative means, production methodologies and tools including interactive and web authoring (scripting/ coding in Adobe Flash, Director, HTML and JavaScript) [1][ 2][3].</li> <li>Design, acquisition and manipulation of sound, video, animated and illustrations/photos (using software such as Adobe CS4 Photoshop, Premiere, Audition, After-Effects) for local delivery within a networked environment [1] [2][3]</li> <li>Review the existing learning technology (hardware/ software requisition) practices. Consult with staff and identify ways to instructional learning through digital modes that can be developed and implemented in the department [4]</li> </ul>	<ol style="list-style-type: none"> <li>New product development</li> <li>Hardware development and programming</li> <li>Computer aided design</li> <li>Business process improvement</li> </ol>	✓		✓ ✓ ✓ ✓



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/159/A <b>(UoW)</b>	The purpose of the project is to provide IT technical support, liaising by phone, email, webinars, with clients covering queries, general product assistance and product upgrades, reporting software faults, bugs and many more in using the company's customer relationship management system salesforce to handle this customer service activity and ensuring details are updated and followed up to our client's satisfaction	<p>Provide customer services and support to company's clients and manage customer relations [1]</p> <p>The project will be in technical support liaising by phone, email, webinars, with clients covering queries, general product assistance and product upgrades, reporting software faults, bugs etc. [1] [2]</p>	<ol style="list-style-type: none"> <li>1. Customer relation management</li> <li>2. IT support / IT helpdesk / technical support</li> </ol>			<p>✓</p> <p>✓</p>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/125/A <b>(UoW)</b>	The purpose of the project is to develop a 3D stair builder tool for their website, which will allow customers to build and view their bespoke staircase three dimensionally. This web-based tool will be linked to the CNC machines which manufacture the staircases, in turn reducing the company's labour costs	<ul style="list-style-type: none"> <li>Update the company's existing online 2d modelling provision, in providing customers with a 3D construction view [1] [2] [3]</li> <li>Create additional online parts in 3D such as spindles, newels etc. [3]</li> <li>Enable customers a choice of rendering materials, looking at grain angle and jointing [1] [2] [3]</li> <li>Provide architectural designs for download to 3D imagery and place it directly within their drawings [2] [3]</li> <li>Support with the automate streaming of code to CNC machine by creating a smooth transition strategy [4]</li> </ul>	<ol style="list-style-type: none"> <li>Product development</li> <li>Computer Assisted Design (CAD)</li> <li>Computer Assisted Manufacturing (CAM)</li> <li>Hardware development and programming</li> </ol>	✓	✓	✓ ✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/134/A <b>(UoW)</b>	<p>The company are renowned as a leading tooling company for the complete design, manufacture, and installation of complex, high precision parts for the aerospace, (predominantly civil) and auto industries</p> <p>The purpose of the project is the integration of computer-based design analysis into the existing design process to enable the compression of the product development cycle and reduce time-to-market lead-time and contributes to the ongoing new product development</p>	<ul style="list-style-type: none"> <li>Integrate computer based design analysis into the existing design process [2]</li> <li>Establish a design criteria framework to enable selection and adoption of the appropriate design technology [1] [2] [3]</li> <li>Design appropriate major components and subassemblies using the introduced design process [2] [3]</li> <li>Conduct a formal review and the continuous improvement of the introduced design process [1]</li> </ul>	<ol style="list-style-type: none"> <li>Business process improvement</li> <li>Computer aided engineering</li> <li>Product development</li> </ol>	✓	✓	✓



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/081/A <b>(UoW)</b>	<p>The company has developed a reputation for producing robust quality furniture for social care environments</p> <p>The purpose of the project is to edit existing computer aided design (CAD) files and synchronise new designs with existing production processes</p>	<ul style="list-style-type: none"> <li>Research new materials and hardware [1]</li> <li>Analyse current design department systems as well as the workflow [3]</li> <li>Develop new assembly drawings for every product (exploded diagrams, BOMs) [2] [3] [4]</li> <li>Analyse current product ranges and construction techniques in conjunction to engineer's products development design [1] [3]</li> </ul>	<ol style="list-style-type: none"> <li>Research and development</li> <li>Product innovation and improvement</li> <li>Business process improvement</li> <li>Computer assisted design</li> </ol>	✓	✓	✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/024/A <b>(UoW)</b>	<p>The company is a leading independent distributor of heavy duty vehicle lighting equipment, reversing aids, object detection modular harnesses, and alarms, along with allied electrical components and consumables</p> <p>The purpose of this current project was to undertake a strategic analysis of the organisation including internal and external audits</p>	<ul style="list-style-type: none"> <li>• Undertake a strategic analysis of the organisation including internal and external audits [1]</li> <li>• Develop growth strategies along with performance metrics and internal control mechanisms [1]</li> <li>• Strengthen brand values, increasing its commercial value [2]</li> <li>• Generate a relationship management framework to maximise the sales value of the companies' existing customer base [3]</li> <li>• Create tailored marketing communications, including website, print media and a social marketing campaign, designed to stimulate new market demand [4] [5]</li> </ul>	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Brand development</li> <li>3. Relationship marketing</li> <li>4. Marketing communication</li> <li>5. Social media and online presence</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/038/A <b>(UoW)</b>	<p>The company has developed a strong reputation over 20 years of producing quality domestic furniture for leading UK retailers</p> <p>The purpose of the project is to design a new product ranges which are required to meet the requirements of the furniture market together with the automation/rationalisation of some of the manufacturing process</p>	<ul style="list-style-type: none"> <li>Review and evaluate current products and short term problems, with design and manufacture [1]</li> <li>Interrogation and implementation of new CAD software and hardware [2] [3]</li> <li>Design and incorporate new furniture development [1] [2]</li> <li>Test the compatibility of the software with other CAD software and existing manufacturing suppliers [4]</li> <li>Develop new product procedures [2] [5]</li> <li>Review the effectiveness of the design function and update as necessary [4] [5]</li> </ul>	<ol style="list-style-type: none"> <li>Research and development</li> <li>New product development</li> <li>Computer Assisted Design (CAD)</li> <li>Product evaluation and testing</li> <li>Business process improvement</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/038/B <b>(UoW)</b>	<p>The company has developed a strong reputation over 20 years of producing quality domestic furniture for leading UK retailers</p> <p>The purpose of the project is to launch a direct to customer e-commerce website</p>	<ul style="list-style-type: none"> <li>• Develop marketing strategy for existing retail customers, and new target market of internet direct sales [1]</li> <li>• Develop e-commerce strategy [1]</li> <li>• Website and application development [2]</li> <li>• Created marketing and PR materials [3]</li> <li>• User manuals written and training sessions completed for staff [3]</li> </ul>	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Website development and programming</li> <li>3. Marketing communications</li> </ol>	✓		✓ ✓ ✓



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/038/C <b>(UoW)</b>	<p>The company has developed a strong reputation over 20 years of producing quality domestic furniture for leading UK retailers</p> <p>The purpose of the project is for a design technologist to assist company to embed new specialist digital pattern nesting technology (Lectra software) into the company which will eliminate the hand cutting of fabrics with the resultant reduction in waste and therefore cost base. In a very competitive market place, driving out cost to maintain and secure new business is essential</p>	<ul style="list-style-type: none"> <li>Conduct a review and evaluation of current production practices, research for new technology to implement [1] [2]</li> <li>Conduct interrogation and implementation of new software [1] [2]</li> <li>Implementation of integrated computer manufacturing processes [3]</li> <li>Create detailed production support information [2] [3]</li> <li>Assess and design process to ensure all systems are fully embedded [2]</li> <li>Migrate from manual hand cutter to the installation of specialist digital pattern cutter ( CNC fabric cutting) [4]</li> </ul>	<ol style="list-style-type: none"> <li>Research and development / Product development</li> <li>Business process reengineering</li> <li>Computer Assisted Manufacturing (CAM)</li> <li>Computerisation manual Process</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/186/A <b>(UoW)</b>	<p>The company is a vibrant night club based in Stafford, which operates Tuesday, Fridays, and Saturday nights</p> <p>The purpose of the project is to expand the business into the corporate events market. In order to achieve this the company needs to carry out market research, identify new target markets, develop a business plan, marketing strategy and evaluate the first two years performance to help the company move forward in challenging times for the industry</p>	<ul style="list-style-type: none"> <li>• Market research – investigating external market conditions. Carry out detailed research, competitor analysis and to develop and maintain the company's position in the marketplace [3]</li> <li>• Develop a marketing strategy, and business plan [1]</li> <li>• Implement new innovative ideas and technology to attract a new target audience as well as Increase commercial sales [6]</li> <li>• Identify and develop relationships with key clients, and developing corporate sponsorship for events [4]</li> <li>• Manage the delivery of corporate events, and carrying out event evaluation [5]</li> <li>• Undertake business development activities [5]</li> </ul>	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Business plan</li> <li>3. Market research</li> <li>4. Customer relationship manage</li> <li>5. Operations management</li> <li>6. Business process innovation</li> </ol>	<p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p> <p>✓</p>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/037/A <b>(UoW)</b>	The company is the UK's leading manufacturer of floor preparation products and flooring adhesives. The specialist range of products comprises of adhesives for decorative floor coverings, smoothing for most types of subfloor, waterproof surface membranes, primers, and a wide selection of professional tools and accessories. The purpose of this project is to bring new product design and development into the company for mechanical (rather than chemical) product development. It will focus on the development of a flooring adhesive applicator device	<ul style="list-style-type: none"> <li>Design and developed a prototype of new flooring adhesives [1]</li> <li>Bring new mechanical designs and Computer Aided Design (CAD) into the organisation [1] [2]</li> <li>Produce full working prototypes of new adhesive [3]</li> <li>Generate additional sales of adhesives from the back of its new product launch into the floor adhesive market [5]</li> </ul>	<ol style="list-style-type: none"> <li>New product development</li> <li>Computer assisted design</li> <li>Development of prototype and product</li> <li>Product evaluation and testing</li> <li>Business growth</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/166/A <b>(UoW)</b>	The company is a fabricator of innovative and bespoke steel access covers and drainage products for UK and export markets. Their products are mostly sold through builders, merchants, architects and other specifiers, although they do have some direct supply routes to customers. The purpose of the project is to produce a range of new products which are functional and incorporate a high level of security to prevent unauthorised access	<ul style="list-style-type: none"> <li>Research, identify new products, innovate, and diversify the existing steel product range [1]</li> <li>Generate bespoke client requests to stimulate product development and support technical sales [2]</li> <li>Introduce suitable CAD software for use on the existing steel product range and assemblies [3]</li> <li>Develop product procedures, and review the effectiveness of the design function and update as necessary [4]</li> </ul>	<ol style="list-style-type: none"> <li>Research and development</li> <li>New product development</li> <li>Computer Assisted Design</li> <li>Business process improvement</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/119/A (Staff Univ.)	<p>The organisation is a precision sheet metal fabricator, mainly in the plant and machinery, construction, petrochemical and general engineering industries</p> <p>The purpose of the project is to develop and implement a strategic marketing plan for growth and international expansion</p>	<ul style="list-style-type: none"> <li>• Develop a strategic marketing plan for the company [1]</li> <li>• Conduct a review/evaluation of the company culture, orientation, organisation structure, capabilities, and core competencies relative to the customer [4]</li> <li>• Conduct a review/evaluation of marketing information and produce a report and customer database [1]</li> <li>• Develop a market research plan and present to the supervisors and management [2]</li> <li>• Evaluate and develop potential links in the international markets [2]</li> <li>• Create a strategic marketing plan identifying key target markets and customers in the UK and internationally [1]</li> <li>• Develop a new promotional tools and a substantially improved website [3]</li> <li>• Develop a business plan and present to management for approval and proposals for organisational change [1]</li> <li>• Develop journal and conference materials [1]</li> <li>• Produce a final report and complete project documentation [1]</li> </ul>	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Market research</li> <li>3. Marketing communication</li> <li>4. Business process development</li> </ol>	✓		✓
					✓	✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN05157/A (Worcester Univ.)	<p>The company provides engineered cargo-handling and storage solutions for all makes and models of vans and light commercial vehicles</p> <p>The purpose of the project is to implement Solid Edge (software) and it seeks to gain the skills and expertise for this program through KEEN. This will enable the company to expand its development team by taking on a CAD software specialist. This will help them to stay one step ahead of its competition, by being more responsive to client demand, operating more efficiently and by expanding their product range</p>	<ul style="list-style-type: none"> <li>Implement a CAD software into the organisation [1]</li> <li>Use the CAD software to proactively design innovative solutions [1]</li> <li>Design new innovative products with Solid Edge [2]</li> <li>Improve efficiency and accuracy of the rendering process [2]</li> <li>Identify opportunities to expand the company's existing product range [2]</li> <li>Develop a new product to help the companies customers solve health and safety issues and expand it to its target market [2]</li> <li>Assist with the promotion and marketing communications of newly developed products [4]</li> </ul>	<ol style="list-style-type: none"> <li>Computer assisted design (CAD)</li> <li>New product development</li> <li>Business process improvement</li> <li>Marketing communication</li> </ol>	✓  ✓	 ✓ ✓	✓ ✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/184/A (Aston Univ.)	<p>This is a group of companies operating from one location, providing an integrated range of services from apprenticeships, training safety, critical labour recruitment track warning systems and fencing solutions predominately to the rail sector</p> <p>The purpose of the project is ensure the companies sustains a high growth processes systems and procedures. In order to achieve this, a fully mapped and reviewed plan is required</p>	<ul style="list-style-type: none"> <li>Review the current standard operating procedures, strategy, and culture in the company's management group [1]</li> <li>Engage with each enterprise in the organisation to identify processes links and areas of improvement [2]</li> <li>Analyse and interpret company's wider enterprise [1]</li> <li>Develop improved business plan for the company [3]</li> </ul>	<ol style="list-style-type: none"> <li>Business process audit</li> <li>Business process improvement</li> <li>Business plan</li> </ol>	<p>✓</p> <p>✓</p>		<p>✓</p> <p>✓</p> <p>✓</p>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/ 023/A (Aston Univ.)	The company is a family owned traditional construction contractor. The purpose of the project is to help the company to become an integrated provider of construction services, offering enhanced service provision to a wider range of national clients	<ul style="list-style-type: none"> <li>• Develop a business process for planning and scheduling [1]</li> <li>• Create process and relationship mapping and optimisation [1]</li> <li>• Implement process automation through increased use of IT [2]</li> <li>• Customer relationship management/opportunity spotting [3]</li> <li>• Assist with continuous process improvement [1]</li> <li>• Promote marketing [4]</li> <li>• Review current companies operating procedures, strategy and culture [1]</li> <li>• Analyse and interpret the companies wider enterprise [1]</li> <li>• Develop an improved business plan for the company [5]</li> <li>• Implement change to company structure to Increase long term profitability sustainability and resilience [1]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business process improvement / reengineering</li> <li>2. Computerization of manual process</li> <li>3. Customer relationship management</li> <li>4. Marketing communication</li> <li>5. Business plan</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/035/A (Aston Univ.)	<p>The company is a provider of bespoke, holistic, family-orientated, multi-lingual, intercultural, professional mental health services. These includes a range of psychological and social welfare interventions to those facing depression, anxiety, low self-esteem and mental illness</p> <p>The purpose of the intervention is to develop robust impact and assessment tools and models, to allow the company to clearly demonstrate the sustainable social and financial benefits of the services</p>	<ul style="list-style-type: none"> <li>Assist company to better demonstrate outcome and impact of its services in financial terms [1]</li> <li>Conduct/ create impact assessment and modelling, create financial modelling [1]</li> <li>Calculate social return on investment (SROI) modelling [1]</li> <li>Develop an impact assessment protocol for the company to assist patients [1]</li> <li>Develop a financial model for the business to control and increase the business growth [1]</li> <li>Review current companies operating procedures, strategy and culture [2]</li> <li>Conduct a summary of my times business structure [2]</li> </ul>	<ol style="list-style-type: none"> <li>Business performance evaluation</li> <li>Business process audit</li> </ol>	✓ ✓	✓ ✓	

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/102/A (Aston Univ.)	<p>The company is an Audio Visual and IT systems integrator bringing together other people's products and making them work in a seamlessly integrated way</p> <p>The purpose of the project is to conduct structural process and systems assessment. This is to reduce inefficiency, improve productivity and communication, and to ensure client services are managed effectively</p>	<ul style="list-style-type: none"> <li>Review current companies operating procedures, strategy and culture [1]</li> <li>Analyse and interpret the companies wider enterprise in audio visual systems integrator [1]</li> <li>Develop a business plan for the company [2]</li> <li>Implement change to company structure to Increase long term profitability sustainability and resilience [1]</li> </ul>	<ol style="list-style-type: none"> <li>Business process improvement</li> <li>Business plan</li> </ol>	<p>✓</p> <p>✓</p>		<p>✓</p> <p>✓</p>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN165A (BCU)	The purpose of the project is to help the company to re-design its customer experience so their customers receive a joined up, efficient, consistent and proactive service across all areas of the business. The project will therefore review/identify customer service requirements in order to develop an integrated customer experience using the company's existing system Dynamics/SharePoint systems	<ul style="list-style-type: none"> <li>• System engineering capabilities for system/process integration [1]</li> <li>• Experience of using customer relationship management (CRM) and driving innovation within a customer experience environment [2]</li> <li>• Large scale customer/stakeholder engagement techniques to ensure all stakeholders take the journey with us [1]</li> <li>• Practical change management experience in the execution of re-designing our customer facing functions [2]</li> <li>• Create a new innovative sales/delivery/support channel for the company [1]</li> <li>• Develop a customer information and intelligence database which is shared, integrated, and utilised across departments [3]</li> <li>• Conduct a data mining evaluation to allow the company to better understand existing customer opportunities and target new customers/opportunities through analysing existing behaviour patterns [1]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business process improvement</li> <li>2. Customer relationship management</li> <li>3. Database architecture and design</li> </ol>		✓	✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/048/A (BCU)	<p>The company provides custom health and safety management and online training systems for education through computing software which helps users to plan their activities, manage the documentation requirements as the activities are undertaken and record the accomplishment of the necessary actions producing a full audit trail</p> <p>The purpose of the project is to develop a customized health and safety system for the construction industry, where there is demand for improved systems for management and training in health and safety</p>	<ul style="list-style-type: none"> <li>Assist in the development of a health and safety system for the construction industry that enhances company product and moves it to a new business sector[1] [2]</li> <li>Help determine the user requirements for health and safety in the construction industry [3]</li> <li>Apply existing knowledge, techniques, and systems already successfully in operation in other areas to the law and practice of the construction industry (such as CDM 2008 regulations) which are currently not being properly observed across the construction industry [4]</li> <li>Produce systems created specifically to meet the identified needs of the sector [1]</li> <li>Develop a system evaluation approach which acknowledges both tangible and intangible benefits [4]</li> <li>Review the system for use in extended supply chains found in the construction industry [4]</li> <li>Trial and evaluate the system with a construction company on one site [5] [6]</li> <li>Help develop marketing strategy and material for construction sector [7]</li> </ul>	<ol style="list-style-type: none"> <li>New product development</li> <li>New market penetration</li> <li>Client management</li> <li>Business process improvement</li> <li>Development prototype service</li> <li>Product evaluation and testing</li> <li>Strategic marketing</li> </ol>	<div>✓</div> <div>✓</div>		<div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div>

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN074/A (BCU)	The company is a leading organisation in the manufacture and supply of contract furniture and fixtures to the retail and leisure industries. The purpose of the project is to focus on Digital Brand Design that will implement an integrated brand strategy across online and offline media, delivering new innovative methods for all communications, including target audience engagement, the company's marketing, sales and business process	<ul style="list-style-type: none"> <li>Conduct an advertising strategy to maximise opportunities through digital channels, including copywriting skills for the company's website [1]</li> <li>Develop and market the brand of the company to maximise the use of digital technologies and interact new customers [3]</li> <li>Establish new methods of managing customer relationship with the company and manufacturers [4] [5]</li> <li>Explore new ways of engaging with customers and gather valuable information through a range of digital tools [4] [5]</li> <li>Develop a plan to gather customer's feedbacks into product design/specification information [5]</li> </ul>	<ol style="list-style-type: none"> <li>Strategic marketing</li> <li>Sales and marketing systems</li> <li>Brand development and positioning</li> <li>Business process improvement</li> <li>Client management</li> </ol>	✓	✓	✓ ✓ ✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/071/A (BCU)	<p>The company manufactures and sells bespoke specialist indestructible coatings across a range of sectors, including automotive and aerospace offering niche applications</p> <p>The purpose of the project is to manage the company's customer relationships through an integrated CRM system. The company requires a new strategy with the necessary processes and systems in place to manage the increased volume of orders and customer relationships. This project will address this key area, allowing the business to take a significant leap forward by maximising current relationships and opening up new market opportunities</p>	<ul style="list-style-type: none"> <li>• Grow the company sales through customer profiling and market (branding) [1] [5]</li> <li>• Improve the companies efficiencies by setting up a vigorous sales and marketing plan and processes [2] [4]</li> <li>• Create a proactive supporting business growth plan [1] [4]</li> <li>• Growth of UK sales through customer profiling and market analysis [5]</li> <li>• Improved efficiencies by implementing more robust systems and processes particular through the fully integrated CRM system [3] [6]</li> <li>• Create a proactive rather than reactive working environment supporting business growth [1]</li> </ul>	<ol style="list-style-type: none"> <li>1. Business development and growth</li> <li>2. Sales and marketing systems</li> <li>3. Customer relationship management</li> <li>4. Business plan</li> <li>5. Market analysis</li> <li>6. Business process improvement</li> </ol>	✓	✓	✓
				✓	✓	✓
					✓	✓
						✓
					✓	✓
						✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN0136/A (BCU)	The company is a small family-run company dealing in plastic-based products and also metals and composite materials. The purpose of the project is to explore new market opportunities and find new markets, new customers, and new product areas as well as sell more products in the existing markets	<ul style="list-style-type: none"> <li>• Improve the companies branding and communication strategies to its wider audience [3]</li> <li>• Develop marketing strategies to maximise the company's commercial opportunities, strengthen brand value [1]</li> <li>• Further develop the companies brand through a new interactive website [3]</li> <li>• Develop an improved business marketing plan [2]</li> <li>• Develop a marketing system for finding and managing projects [4]</li> <li>• Establish sustainable and stable development of projects, to generate increasing revenue and profits [9]</li> <li>• Identify and penetrate new growth market areas and develop new customers [6]</li> <li>• Improve and update marketing communications system and literature [8]</li> <li>• Implement and further develop a new, interactive website [7]</li> </ul>	<ol style="list-style-type: none"> <li>1. Marketing Strategy</li> <li>2. Marketing plan</li> <li>3. Brand development and positioning</li> <li>4. Sales and marketing systems</li> <li>5. Market analysis</li> <li>6. New market penetration</li> <li>7. Website development</li> <li>8. Marketing communication</li> <li>9. Project management</li> </ol>	✓ ✓		✓ ✓ ✓  ✓ ✓ ✓ ✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN027/A (BCU)	The company sells state of the art electrical control systems, drive systems and industrial automation systems. The purpose of the project is to implement a new marketing and sales approach to offer a sustainable future which alleviates the peaks and troughs in demand	<ul style="list-style-type: none"> <li>• Undertake a strategic analysis of the company market structure [1]</li> <li>• Plan, develop, and implement an effective marketing communication strategy to promote the company to variety of customers and commercial market sectors [2]</li> <li>• Generate a framework to maximise the sales value of the company's existing customer base [3]</li> <li>• Strengthen the name of the brand, key account and product development in order to increase its commercial value and extract new audience [4]</li> <li>• Develop growth strategies along with performance metrics, internal control mechanisms and tactical plans [1]</li> <li>• Create tailored marketing communications, including e-based and print media designed to stimulate new market demand [2]</li> </ul>	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Marketing communication</li> <li>3. Sales and marketing system</li> <li>4. Brand development and positioning</li> </ol>	✓		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>



Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/093/A <b>(BCU)</b>	<p>The company provides high quality pressed metal components to the automotive and aerospace industries. The purpose of the project is to conduct an audit in detail in the company of both their current manufacturing processes plus staff skills, and present an improvement strategy based on best practice guidelines</p> <p>The principal outcome will be the design of a “risk based” health and safety management system</p>	<ul style="list-style-type: none"> <li>• Conduct an audit of company’s manufacturing processes [3]</li> <li>• Design a model of a “risk based” health and safety management system [1] [2]</li> <li>• Map current health and safety practices [2]</li> <li>• Review health and safety incident reporting [2]</li> <li>• Perform a GAP analysis of current company practices in relation to the chosen model for health and safety management model [1] [2]</li> <li>• Consult with EEF Health &amp; Safety advisors [2]</li> <li>• Evaluate the resources and actions required to implement an improved system of management and control [1]</li> <li>• Conduct a pilot study including the design of detailed working procedures based upon construction industry methods statements [1] [2]</li> <li>• Audit the pilot study programme in order to determine health and safety management efficiency and effectiveness, and make appropriate changes [1] [2] [3]</li> <li>• Complete the implementation of the agreed procedures across the company</li> <li>• Present and report to APS executive management</li> </ul>	<ol style="list-style-type: none"> <li>1. Risk management</li> <li>2. Health and safety management</li> <li>3. Business process audit</li> </ol>	✓ ✓	✓ ✓	✓ ✓

Project Ref	Proposed Project	Business Support - Level 3 Interventions	Main Intervention	Strategic	Tactical	Operational
KEEN/180/A BCU	The company is a medium-sized design agency with a specialisation in rail literature. The purpose of the project is to address issues relating to interaction design and system development. The project will strive to manage the flow of information in the system and provide users with a usable and accessible workflow	<ul style="list-style-type: none"> <li>• Software development and general programming expertise [1] [2] [3]</li> <li>• Back-end web development and server understanding [3] [4]</li> <li>• Hardware and software architecture design</li> <li>• Media production management and delivery [5]</li> <li>• Develop a system trial package that can be demonstrated to the rail industry as a promotional tool [2]</li> <li>• Maintain the current software back end, ensuring it is capable of being rolled out to rail operators nationally [5]</li> <li>• Troubleshooting technical issues [8]</li> <li>• Contribute to the development of a modular commercial system that will allow for the inclusion of new variable-format data from rail providers and fast integration with front-end interfaces [1] [2]</li> <li>• Create a research model that will provide continual improvement to the system and ensure steady growth [1]</li> <li>• Ensure the system is competitive with other devices and products in the rail industry [2]</li> <li>• Successful launches the product, to attract potential customers, achieve this by redeveloping the company's website and promotional literature [7]</li> </ul>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Software programming</li> <li>4. Hardware programming</li> <li>5. Operations management</li> <li>6. Product evaluation and testing</li> <li>7. Product launch</li> <li>8. IT Support</li> </ol>	✓ ✓		✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓

## 2.2 Technical Dataset 2: Summary of main interventions per KEEN project

University	Project Ref	Main Intervention
COV	KEEN/042/A	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. Computer Aided Design/ Manufacturing</li> <li>3. Product development</li> <li>4. Business process reengineering</li> <li>5. Business process improvement</li> <li>6. Business development and growth</li> <li>7. Strategic marketing</li> <li>8. Customer relationship management</li> </ol>
COV	KEEN/042/B (COV)	<ol style="list-style-type: none"> <li>1. Business process reengineering</li> <li>2. Computerization of manual process</li> <li>3. Improve production and manufacturing processes</li> <li>4. Business development and growth</li> </ol>
COV	KEEN/107/A (COV)	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. Product evaluation and testing</li> </ol>
COV	KEEN/047/A (COV)	<ol style="list-style-type: none"> <li>1. Research and development               <ul style="list-style-type: none"> <li>- Problem diagnosis</li> </ul> </li> <li>2. Business process reengineering               <ul style="list-style-type: none"> <li>- Computerization of manual process</li> <li>- Business process improvements</li> </ul> </li> <li>3. Computer Assisted Design</li> <li>4. Project management</li> <li>5. Enterprise resource planning/material requirement planning systems</li> </ol>
COV	KEEN/057/A (COV)	<ol style="list-style-type: none"> <li>1. Product development</li> <li>2. Software programming and application development</li> <li>3. Product commercialization</li> </ol>

University	Project Ref	Main Intervention
COV	KEEN/078/A <b>(COV)</b>	Professional Support <ul style="list-style-type: none"> <li>- Occupational therapist</li> <li>- Learning disability diagnosis</li> <li>- Diagnosis training</li> </ul>
COV	KEEN/059/A <b>(COV)</b>	<ol style="list-style-type: none"> <li>1. Software programming and application development</li> <li>2. Product development</li> <li>3. Commercialization and product launch</li> </ol>
COV	KEEN/059/B <b>(COV)</b>	<ol style="list-style-type: none"> <li>1. Software programming and application development</li> <li>2. Product development</li> <li>3. Commercialization and product launch</li> <li>4. Staff training and development</li> </ol>
COV	KEEN/068/A <b>(COV)</b>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. Product development</li> <li>3. Business process improvement</li> <li>4. Business process development</li> <li>5. University consultancy and advice</li> <li>6. Project management</li> <li>7. Product evaluation and testing</li> <li>8. Commercialization and product launch</li> </ol>
COV	KEEN/101/A <b>(COV)</b>	<ol style="list-style-type: none"> <li>1. Business process reengineering</li> <li>2. Improve production and manufacturing processes</li> <li>3. Compliance with new government construction regulations</li> <li>4. Business sustainability</li> <li>5. Implement new IT system</li> <li>6. Implement 3D building information management</li> <li>7. Business process improvement</li> <li>8. Customer relationship management</li> </ol>
COV	KEEN/121/A <b>(COV)</b>	<ol style="list-style-type: none"> <li>1. University consultancy and advice</li> <li>2. Business development and growth</li> <li>3. Designer specialist – graphics and film after effects</li> <li>4. Business process improvement</li> </ol>

University	Project Ref	Main Intervention
COV	KEEN/099/A  (COV)	<ol style="list-style-type: none"> <li>1. Construction design</li> <li>2. Design systems for building and renewable energy systems, building information modelling management (BIMM)</li> <li>3. Business process improvement</li> <li>4. Quality control</li> <li>5. Project management</li> <li>6. Business development and growth</li> </ol>
COV	KEEN/099/B  (COV)	<ol style="list-style-type: none"> <li>1. Business process reengineering</li> <li>2. Business process innovation</li> <li>3. Architectural design of low carbon buildings from a fabric first approach</li> <li>4. Building physics expertise</li> <li>5. Building modelling</li> <li>6. Innovation</li> <li>7. Quality control</li> <li>8. Business development and growth</li> </ol>
COV	KEEN/088/A  (COV)	<ol style="list-style-type: none"> <li>1. Business process improvement</li> <li>2. Customer relations management</li> <li>3. Operations management</li> <li>4. Logistic planning</li> <li>5. Supply chain management</li> <li>6. Business account management</li> <li>7. Skills and expertise</li> <li>8. Intellectual capital/ KT for future projects</li> </ol>
COV	KEEN/097/A  (COV)	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Business process improvement</li> <li>4. Product innovation and improvement</li> <li>5. Product evaluation and testing</li> <li>6. Market research</li> <li>7. Product commercialization</li> </ol>
COV	KEEN/142/A  (COV)	<ol style="list-style-type: none"> <li>1. Marketing management</li> <li>2. Customer relations management</li> <li>3. Marketing promotional activities</li> <li>4. Social media and online presence enhancement</li> </ol>

University	Project Ref	Main Intervention
COV	KEEN/123/A  (COV)	<ol style="list-style-type: none"> <li>1. Compliance with new government regulations</li> <li>2. Architectural design of low carbon emission buildings</li> <li>3. Building modelling</li> <li>4. Business process innovation</li> </ol>
COV	KEEN/111/A  (COV)	<ol style="list-style-type: none"> <li>1. Business process improvement</li> <li>2. Project management</li> <li>3. Financial analysis and management</li> <li>4. Implementation of new I.T system</li> </ol>
COV	KEEN/091/A  (COV)	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. Product development</li> <li>3. Development of prototype product</li> <li>4. Product evaluation and testing</li> <li>5. Product improvement:</li> <li>6. Product commercialization</li> </ol>
COV	KEEN/061/B  (COV)	<ol style="list-style-type: none"> <li>1. Software programming and application development</li> <li>2. Product development</li> <li>3. Product evaluation and testing</li> <li>4. Research and development</li> </ol>
COV	KEEN/015/A  (COV)	<ol style="list-style-type: none"> <li>1. Business process improvement</li> <li>2. Product development</li> <li>3. Digital book publishing platform</li> </ol>
COV	KEEN/063/A  (COV)	<ol style="list-style-type: none"> <li>1. Product development</li> <li>2. Software programming and application development</li> <li>3. Development of prototype product, services, or application</li> <li>4. Product evaluation and testing</li> <li>5. Product commercialization</li> </ol>
COV	KEEN/063/B  (COV)	<ol style="list-style-type: none"> <li>1. Software programming and application development</li> <li>2. Product development</li> <li>3. Product evaluation and testing</li> <li>4. Product commercialization</li> </ol>

University	Project Ref	Main Intervention
COV	KEEN/096/A  (COV)	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Product innovation</li> <li>4. Development of prototype product, services, or application</li> <li>5. Product evaluation and testing</li> </ol>
COV	KEEN/104/A  (COV)	<ol style="list-style-type: none"> <li>1. Software programming and application development</li> <li>2. Product development</li> <li>3. Research and development</li> </ol>
COV	KEEN/116/A  (COV)	<ol style="list-style-type: none"> <li>1. Product development</li> <li>2. Development of prototype product, services, or applications</li> <li>3. Business process improvement</li> </ol>
COV	KEEN/021/A  (COV)	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. Product development</li> <li>3. Product innovation</li> <li>4. Business process improvement</li> <li>5. Product evaluation and testing</li> </ol>
COV	KEEN/031/A  (COV)	<ol style="list-style-type: none"> <li>1. Product development</li> <li>2. Software programming and application development</li> <li>3. Business process improvement</li> <li>4. Project management</li> <li>5. Enterprise resource planning systems</li> </ol>
COV	KEEN/031/B  (COV)	<ol style="list-style-type: none"> <li>1. Product development</li> <li>2. Software programming and application development</li> <li>3. Product evaluation and testing</li> </ol>
COV	KEEN/001/A  (COV)	<ol style="list-style-type: none"> <li>1. Electrical and electronic design</li> <li>2. Research and development</li> <li>3. Product development</li> <li>4. Product evaluation and testing</li> <li>5. Compliance with new regulations</li> </ol>

University	Project Ref	Main Intervention
COV	KEEN/043/B (COV)	<ol style="list-style-type: none"> <li>1. Business process reengineering</li> <li>2. Implementation of new IT system</li> <li>3. Enterprise resource planning (ERP)</li> <li>4. Management information systems</li> <li>5. Strategic business growth</li> </ol>
COV	KEEN/043/A (COV)	<ol style="list-style-type: none"> <li>1. Business process reengineering</li> <li>2. Computerization of manual process</li> <li>3. Improve efficiencies</li> <li>4. Implementation of new IT systems</li> <li>5. Enterprise resource planning (ERP)</li> <li>6. Computer Aided Design/ Computer Aided Manufacturing (CAD/CAM) Technologies</li> <li>7. Supply chain management</li> <li>8. Strategic business growth</li> <li>9. Product life cycle management</li> <li>10. Project management</li> <li>11. Quality control</li> </ol>
COV	KEEN/098/A (COV)	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Business plan</li> <li>3. Business model development</li> <li>4. Business process improvement</li> <li>5. Marketing, promotional activities and initiatives</li> <li>6. Social media marketing campaign</li> <li>7. Business development and growth</li> <li>8. Customer relationship management</li> </ol>
COV	KEEN/098/B (COV)	<ol style="list-style-type: none"> <li>1. Operations management</li> <li>2. Business account management</li> <li>3. Increase business capacity</li> <li>4. Business model development</li> <li>5. Business development and growth</li> <li>6. Customer relationship management</li> </ol>
COV	KEEN/098/C (COV)	<ol style="list-style-type: none"> <li>1. Business development and growth</li> <li>2. Business process improvement</li> <li>3. Business model development</li> </ol>
COV	KEEN/098/D (COV)	<ol style="list-style-type: none"> <li>1. Business account management</li> <li>2. Business development and growth</li> <li>3. New market penetration</li> <li>4. Expertise and advice</li> </ol>



University	Project Ref	Main Intervention
COV	KEEN/168/A (COV)	<ol style="list-style-type: none"> <li>1. Business development and growth</li> <li>2. Business sustainability</li> <li>3. Expertise and advice</li> <li>4. Business process development</li> </ol>
COV	KEEN/054/A (COV)	<ol style="list-style-type: none"> <li>1. Strategic marketing plan</li> <li>2. Marketing promotional activities and initiatives</li> <li>3. Business development and growth</li> <li>4. Business process improvement</li> </ol>
COV	KEEN/055/A (COV)	<ol style="list-style-type: none"> <li>1. Business process reengineering</li> <li>2. Business process improvement</li> <li>3. Implementation of new IT system</li> </ol>
COV	KEEN/062/A (COV)	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Development of prototype product, service or application</li> <li>4. Product evaluation and testing</li> </ol>
COV	KEEN/062/B (COV)	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Development of prototype product, service or application</li> <li>4. Product evaluation and testing</li> <li>5. University consultancy and advice</li> </ol>
COV	KEEN/039/A (COV)	<ol style="list-style-type: none"> <li>1. Business process audit</li> <li>2. Business process reengineering</li> <li>3. Business process improvement</li> <li>4. Implementation of new IT system</li> <li>5. Business development and growth</li> </ol>
COV	KEEN/077/B (COV)	<ol style="list-style-type: none"> <li>1. Human resource management</li> <li>2. Operations management</li> <li>3. Project management</li> <li>4. Logistic planning</li> <li>5. Business process improvement</li> </ol>
COV	KEEN/077/A (COV)	<ol style="list-style-type: none"> <li>1. Strategic marketing plan</li> <li>2. Market research</li> <li>3. Operations management</li> <li>4. Project management</li> <li>5. Events management</li> <li>6. Business development and growth</li> <li>7. Human resource management</li> <li>8. Customer relationship management</li> </ol>

University	Project Ref	Main Intervention
COV	KEEN/094/A  (COV)	<ol style="list-style-type: none"> <li>1. Business process improvement</li> <li>-</li> <li>2. Building information modelling</li> <li>3. Architectural design of low carbon buildings –low carbon technology</li> <li>4. Strategic marketing plan</li> <li>5. Website development, design and update</li> </ol>
COV	KEEN/113/A  (COV)	<ol style="list-style-type: none"> <li>1. Strategic marketing plan</li> <li>2. Marketing management</li> <li>3. Operations management</li> </ol>
COV	KEEN150/A (COV)	<ol style="list-style-type: none"> <li>1. WEB design</li> <li>2. Marketing</li> </ol>
COV	KEEN/073/A  (COV)	<ol style="list-style-type: none"> <li>1. Sales and marketing</li> <li>2. Social media and online presence</li> <li>3. Client management</li> </ol>
COV	KEEN/049/A  (COV)	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Marketing promotional activities and initiatives</li> <li>3. Market research</li> <li>4. Sales promotion</li> </ol>
COV	KEEN/046/A  (COV)	<ol style="list-style-type: none"> <li>1. New product development</li> <li>2. Architectural design of low carbon buildings</li> <li>3. Product innovation</li> <li>4. Project management</li> <li>5. Marketing</li> <li>6. Customer relationship management</li> </ol>
COV	KEEN/046/B  (COV)	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Business model development</li> <li>3. Marketing promotional activities and initiatives</li> </ol>

University	Project Ref	Main Intervention
COV	KEEN/069/A  (COV)	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Marketing management</li> <li>3. Brand development and positioning</li> <li>4. Marketing promotional activities and initiatives</li> <li>5. Social media and online presence enhancement</li> </ol>
COV	KEEN/173/A  (COV)	<ol style="list-style-type: none"> <li>1. Market research</li> <li>2. Business model development</li> <li>3. Business development and growth</li> </ol>
COV	KEEN/078/B  (COV)	<ol style="list-style-type: none"> <li>1. Professional support</li> <li>2. Occupational therapy</li> <li>3. Learning disability diagnosis</li> <li>4. Learning disability course development</li> <li>5. Provide diagnostic training</li> </ol>
COV	KEEN/121/B  (COV)	<ol style="list-style-type: none"> <li>1. Business account management</li> <li>2. Clients management</li> <li>3. Marketing management</li> <li>4. University consultancy and advice</li> </ol>
COV	KEEN/063/C  (COV)	<ol style="list-style-type: none"> <li>1. Implementation of new IT system</li> <li>2. Web development and programming</li> <li>3. System evaluation and testing</li> </ol>
COV	KEEN/063/D  (COV)	<ol style="list-style-type: none"> <li>1. Implementation of new IT system</li> <li>2. Web development and programming</li> <li>3. System evaluation and testing</li> <li>4. Search engine optimization</li> </ol>
COV	KEEN/104/C  (COV)	<ol style="list-style-type: none"> <li>1. Business process improvement</li> <li>2. Computerization of manual process</li> <li>3. Website development, design and updates</li> <li>4. Database architecture and design</li> <li>5. Safeguard company's IT intellectual property</li> </ol>

University	Project Ref	Main Intervention
COV	KEEN/104/B <b>(COV)</b>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Development of prototype product, services, or applications</li> <li>4. Hardware development and programming</li> <li>5. Software development</li> <li>6. Product evaluation and testing</li> </ol>
COV	KEEN/131/A <b>(COV)</b>	<ol style="list-style-type: none"> <li>1. Implementation of new IT system</li> <li>2. Business process reengineering</li> <li>3. Business process improvement</li> </ol>
COV	KEEN/176/A <b>(COV)</b>	<ol style="list-style-type: none"> <li>1. New product development</li> <li>2. Software application development</li> <li>3. Database architecture and design</li> <li>4. Product evaluation and testing</li> </ol>
COV	KEEN/167/A <b>(COV)</b>	<ol style="list-style-type: none"> <li>1. Marketing management</li> <li>2. Social media and online presence enhancement</li> <li>3. Customer relationship management</li> </ol>
COV	KEEN/177/A <b>(COV)</b>	<ol style="list-style-type: none"> <li>1. Market research</li> <li>2. Business model development</li> <li>3. Business development and growth</li> </ol>
COV	KEEN/177/B <b>(COV)</b>	<ol style="list-style-type: none"> <li>1. University consultancy and advice</li> <li>2. Business development and growth</li> <li>3. Business process development</li> <li>4. Staff training and development</li> </ol>
COV	KEEN/174/A <b>(COV)</b>	<ol style="list-style-type: none"> <li>1. Sales and marketing systems</li> <li>2. Marketing promotional activities and initiatives</li> <li>3. Sales promotion</li> <li>4. Social media and online presence</li> <li>5. Website updates</li> <li>6. Marketing communication</li> </ol>
COV	KEEN/103/A <b>(COV)</b>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Computer aided design</li> <li>4. Product evaluation and testing</li> <li>5. Business development and growth</li> </ol>

University	Project Ref	Main Intervention
COV	KEEN/039/B  (COV)	<ol style="list-style-type: none"> <li>1. Strategic Marketing</li> <li>2. Marketing management</li> <li>3. Brand development and positioning</li> <li>4. Market research</li> <li>5. Website development and updates</li> <li>6. Marketing communication</li> <li>7. Marketing promotional activities and initiatives</li> </ol>
COV	KEEN/172/A  (COV)	<ol style="list-style-type: none"> <li>1. New product development</li> <li>2. Development of prototype product, services, or application</li> <li>3. Product evaluation and testing</li> </ol>
UoW	KEEN/119/A  (UoW)	<ol style="list-style-type: none"> <li>1. New product development</li> <li>2. Market research</li> <li>3. Computer Aided Design (CAD)</li> <li>4. System evaluation and testing</li> <li>5. IT Support</li> <li>6. Business process development</li> </ol>
UoW	KEEN/025/A  (UoW)	<ol style="list-style-type: none"> <li>1. Professional support</li> <li>2. Client management</li> <li>3. Business administrative support</li> <li>4. Staff training and development</li> <li>5. Business process improvement</li> <li>6. Research and development (general business development related)</li> </ol>
UoW	KEEN/139/A  (UoW)	<ol style="list-style-type: none"> <li>1. Mechanical engineering</li> <li>2. Computer Aided Design (CAD)</li> <li>3. Research and development</li> <li>4. New product development</li> <li>5. Product innovation</li> </ol>
UoW	KEEN/058/A  (UoW)	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Marketing communication strategy</li> <li>3. Strategic market analysis</li> <li>4. Brand development and positioning</li> <li>5. Social media and online presence enhancement</li> <li>6. Customer relationship management</li> <li>7. Marketing materials and promotional tools</li> <li>8. Staff training and development</li> </ol>

University	Project Ref	Main Intervention
UoW	KEEN/141/A  (UoW)	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Product innovation</li> <li>4. Development of prototype product, services, or applications</li> <li>5. Product evaluation and testing</li> <li>6. Compliance with new EU regulation regarding lifts</li> </ol>
UoW	KEEN/030/A  (UoW)	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. Market research</li> <li>3. Market analysis</li> <li>4. New product development</li> <li>5. Product evaluation and testing</li> <li>6. Relationship marketing</li> </ol>
UoW	KEEN/154/A  (UoW)	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Product innovation</li> <li>4. Product evaluation and testing</li> </ol>
UoW	KEEN/048/A  (UoW)	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Strategic market analysis</li> <li>3. Market research</li> <li>4. New market penetration (build new market)</li> <li>5. Brand development and positioning</li> <li>6. Marketing communication</li> <li>7. Relationship marketing</li> </ol>
UoW	KEEN/084/A  (UoW)	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Business plan</li> <li>3. Market research</li> <li>4. Marketing planning</li> <li>5. Customer relationship management</li> <li>6. Business process innovation</li> </ol>
UoW	KEEN/109/A  (UoW)	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Marketing analysis</li> <li>3. Marketing research</li> <li>4. New product development</li> <li>5. Computer aided design (CAD)</li> <li>6. Product evaluation and testing</li> </ol>

University	Project Ref	Main Intervention
UoW	KEEN/138/A  (UoW)	<ol style="list-style-type: none"> <li>1. Business process innovation</li> <li>2. Computer aided design (CAD)</li> <li>3. Computer aided manufacturing (CAM)</li> <li>4. Research and development</li> </ol>
UoW	KEEN/018/A  (UoW)	<ol style="list-style-type: none"> <li>1. Market research</li> <li>2. Marketing strategy</li> <li>3. Marketing communications</li> <li>4. Marketing management</li> <li>5. Sales promotion</li> <li>6. Staff training</li> <li>7. New market penetration</li> <li>8. Website content update</li> <li>9. Project management</li> <li>10. Brand development</li> <li>11. Social media and online presence enhancement</li> </ol>
UoW	KEEN/095/A  (UoW)	<ol style="list-style-type: none"> <li>1. Market research</li> <li>2. Marketing strategy</li> <li>3. Marketing communications</li> <li>4. Sales promotion</li> <li>5. Website development</li> <li>6. Social media enhancement and online presence</li> <li>7. Marketing communications</li> </ol>
UoW	KEEN/118/A  (UoW)	<ol style="list-style-type: none"> <li>1. Market research</li> <li>2. Marketing strategy</li> <li>3. Marketing communications</li> <li>4. Web development and updates</li> <li>5. Project management</li> </ol>
UoW	KEEN/075/A  (UoW)	<ol style="list-style-type: none"> <li>1. New product development</li> <li>2. Business process improvement</li> <li>3. Computer Assisted Design (CAD)</li> <li>4. Client management</li> </ol>
UoW	KEEN/132/A  (UoW)	<ol style="list-style-type: none"> <li>1. Succession Planning – business continuity and sustainability</li> <li>2. Business process improvement</li> <li>3. Computer Assisted Design (CAD)</li> </ol>

University	Project Ref	Main Intervention
UoW	KEEN/050/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Computer Assisted Design (CAD)</li> <li>2. Business process improvement</li> </ol>
UoW	KEEN/050/B <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. New product development</li> <li>2. Market research</li> <li>3. Business process reengineering</li> <li>4. Computer Assisted Design (CAD)</li> </ol>
UoW	KEEN/070/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Computer Assisted Design (CAD)</li> <li>4. Product evaluation and testing</li> <li>5. Marketing communication</li> <li>6. Customer relationship management</li> <li>7. Technical support</li> <li>8. Supply chain management</li> </ol>
UoW	KEEN/064/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Project management</li> <li>2. Risk management</li> <li>3. Consultancy and advice</li> <li>4. Business sustainability</li> </ol>
UoW	KEEN/120/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Market research</li> <li>3. New market penetration</li> <li>4. Marketing communications</li> </ol>
UoW	KEEN/187/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Marketing communication</li> <li>3. New service development</li> <li>4. Sales and marketing systems</li> <li>5. Business development and growth</li> <li>6. New market penetration</li> </ol>
UoW	KEEN/079/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Market research</li> <li>3. Marketing management</li> <li>4. Customer relationship management</li> <li>5. Marketing communications</li> <li>6. Sales and marketing systems</li> </ol>



University	Project Ref	Main Intervention
UoW	KEEN/135/A (UoW)	<ol style="list-style-type: none"> <li>1. Information technology security</li> <li>2. Professional support</li> </ol>
UoW	KEEN/016/A (UoW)	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. Business research paper</li> <li>3. New product development</li> <li>4. Product evaluation and testing</li> </ol>
UoW	KEEN/043/D (UoW)	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Digital and online marketing campaigns</li> <li>3. Marketing communications</li> <li>4. Marketing management</li> <li>5. Brand development and positioning</li> <li>6. Sales and marketing systems</li> </ol>
UoW	KEEN/182/A (UoW)	<ol style="list-style-type: none"> <li>1. Sales strategy development</li> <li>2. Marketing strategy</li> <li>3. Marketing management</li> <li>4. Implementation of sales and marketing strategy</li> <li>5. Customer relationship management</li> </ol>
UoW	KEEN/182/B (UoW)	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Marketing communication</li> <li>3. Customer relationship management</li> <li>4. Marketing management</li> <li>5. Brand development and positioning</li> <li>6. Online marketing</li> <li>7. Market intelligence</li> <li>8. Implementation of sales and marketing strategy</li> <li>9. Client database</li> <li>10. Project management</li> </ol>
UoW	KEEN/185/A (UoW)	<ol style="list-style-type: none"> <li>1. Market research</li> <li>2. Marketing strategy</li> <li>3. Marketing plan</li> <li>4. Market analysis</li> <li>5. Marketing communications</li> <li>6. Brand development</li> <li>7. Social media and online presence enhancement</li> </ol>

University	Project Ref	Main Intervention
UoW	KEEN/100/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Computer Assisted Design (CAD)</li> <li>4. Brand development</li> <li>5. Market research</li> <li>6. Market intelligence</li> </ol>
UoW	KEEN/178/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Product evaluation and testing</li> <li>4. Business process improvement</li> <li>5. Computer Aided Engineering</li> </ol>
UoW	KEEN/067/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Business development and growth</li> <li>3. Business process improvement</li> <li>4. Customer relation management</li> <li>5. Marketing communication</li> <li>6. Market research</li> </ol>
UoW	KEEN/041/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. New product development</li> <li>2. Hardware development and programming</li> <li>3. Computer aided design</li> <li>4. Business process improvement</li> </ol>
UoW	KEEN/159/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Customer relation management</li> <li>2. IT support / IT helpdesk / technical support</li> </ol>
UoW	KEEN/125/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Product development</li> <li>2. Computer Assisted Design (CAD)</li> <li>3. Computer Assisted Manufacturing (CAM)</li> <li>4. Hardware development and programming</li> </ol>
UoW	KEEN/134/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Business process improvement</li> <li>2. Computer Aided Engineering</li> <li>3. New product development</li> </ol>
UoW	KEEN/081/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. Product innovation and improvement</li> <li>3. Business process improvement</li> <li>4. Computer assisted design</li> </ol>

University	Project Ref	Main Intervention
UoW	KEEN/024/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Brand development</li> <li>3. Relationship marketing</li> <li>4. Marketing communication</li> <li>5. Social media and online presence</li> </ol>
UoW	KEEN/038/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Computer Assisted Design (CAD)</li> <li>4. Product evaluation and testing</li> <li>5. Business process improvement</li> </ol>
UoW	KEEN/038/B <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Website development and programming</li> <li>3. Marketing communications</li> </ol>
UoW	KEEN/038/C <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. Business process reengineering</li> <li>3. Computer Assisted Manufacturing (CAM)</li> <li>4. Computerisation manual process</li> </ol>
UoW	KEEN/186/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Business plan</li> <li>3. Market research</li> <li>4. Customer relationship management</li> <li>5. Operations management</li> <li>6. Business process innovation</li> </ol>
UoW	KEEN/037/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. New product development</li> <li>2. Computer assisted design</li> <li>3. Development of prototype and product</li> <li>4. Product evaluation and testing</li> <li>5. Business growth</li> </ol>
UoW	KEEN/166/A <b>(UoW)</b>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Computer Assisted Design</li> <li>4. Business process improvement</li> </ol>
Staff.	KEEN/119/A <b>(Staff Univ.)</b>	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Market research</li> <li>3. Marketing communication</li> <li>4. Business process development</li> </ol>

University	Project Ref	Main Intervention
Worc	KEEN05157/A <b>(Worcester Univ.)</b>	<ol style="list-style-type: none"> <li>1. Computer assisted design (CAD)</li> <li>2. New product development</li> <li>3. Business process improvement</li> <li>4. Marketing communication</li> </ol>
Aston	KEEN/184/A <b>(Aston Univ.)</b>	<ol style="list-style-type: none"> <li>1. Business process audit</li> <li>2. Business process improvement</li> <li>3. Business plan</li> </ol>
Aston	KEEN/ 023/A <b>(Aston Univ.)</b>	<ol style="list-style-type: none"> <li>1. Business process improvement / reengineering</li> <li>2. Computerization of manual process</li> <li>3. Customer relationship management</li> <li>4. Marketing communication</li> <li>5. Business plan</li> </ol>
Aston	KEEN/035/A <b>(Aston Univ.)</b>	<ol style="list-style-type: none"> <li>1. Business performance evaluation</li> <li>2. Business process audit</li> </ol>
Aston	KEEN/102/A <b>(Aston Univ.)</b>	<ol style="list-style-type: none"> <li>1. Business process improvement</li> <li>2. Business plan</li> </ol>
BCU	KEEN165A <b>(BCU)</b>	<ol style="list-style-type: none"> <li>1. Business process improvement</li> <li>2. Customer relationship management</li> <li>3. Database architecture and design</li> </ol>
BCU	KEEN/048/A <b>(BCU)</b>	<ol style="list-style-type: none"> <li>1. New product development</li> <li>2. New market penetration</li> <li>3. Client management</li> <li>4. Business process improvement</li> <li>5. Development prototype service</li> <li>6. Product evaluation and testing</li> <li>7. Strategic marketing</li> </ol>

University	Project Ref	Main Intervention
BCU	KEEN074/A (BCU)	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Sales and marketing systems</li> <li>3. Brand development and positioning</li> <li>4. Business process improvement</li> <li>5. Client management</li> </ol>
BCU	KEEN/071/A (BCU)	<ol style="list-style-type: none"> <li>1. Business development and growth</li> <li>2. Sales and marketing systems</li> <li>3. Customer relationship management</li> <li>4. Business plan</li> <li>5. Market analysis</li> <li>6. Business process improvement</li> </ol>
BCU	KEEN0136/A (BCU)	<ol style="list-style-type: none"> <li>1. Marketing strategy</li> <li>2. Marketing plan</li> <li>3. Brand development and positioning</li> <li>4. Sales and marketing systems</li> <li>5. Market analysis</li> <li>6. New market penetration</li> <li>7. Website development</li> <li>8. Marketing communication</li> <li>9. Project management</li> </ol>
BCU	KEEN027/A (BCU)	<ol style="list-style-type: none"> <li>1. Strategic marketing</li> <li>2. Marketing communication</li> <li>3. Sales and marketing system</li> <li>4. Brand development and positioning</li> </ol>

University	Project Ref	Main Intervention
BCU	KEEN/093/A <b>(BCU)</b>	<ol style="list-style-type: none"> <li>1. Risk management</li> <li>2. Health and safety management</li> <li>3. Business process audit</li> </ol>
BCU	KEEN/180/A <b>BCU</b>	<ol style="list-style-type: none"> <li>1. Research and development</li> <li>2. New product development</li> <li>3. Software programming</li> <li>4. Hardware programming</li> <li>5. Operations management</li> <li>6. Product evaluation and testing</li> <li>7. Product launch</li> <li>8. IT Support</li> </ol>





**Karl Royle - KEEN Evaluation Project Leader**

Karl Royle is the Head of Enterprise and Commercial Development in the Faculty of Education, Health and Wellbeing, University of Wolverhampton, where he works as a Research Project Director. Karl has considerable experience of project management (Certified Scrum Master) and materials development for both screen and print-based media, as well as having a background in teacher education, professional development, and education management. His current interests are around the development of thinking skills in game-based learning, and the digital skills and habits of learners using ubiquitous technology, alongside its transfer to educational contexts.



**Dr Gillian Lyons** is a Senior Lecturer in the University of Wolverhampton Business School. Her background includes business management and consultancy and her experience covers engineering, hospital management, banking and education. She has a special interest in SMEs, specifically in the marketing, enterprise and knowledge transfer areas. Gillian holds a Masters degree in Marketing Management, a professional diploma in Marketing, and a professional Doctorate in Business Administration. Her research examined the process and outcomes of knowledge transfer in SMEs, with a particular focus on strategic marketing. She has been the lead academic for a number of Knowledge Transfer Partnerships and KEEN interventions, and has provided consultancy assistance through a variety of government funded programmes. Gillian's experience in both industry and the service sector has included senior management roles in finance and general business management. She is an experienced business counsellor and consultant specialising in advising SMEs. Her research interests include university/business collaboration, together with its implication for curriculum development and CPD.



**Dr David Boucher** is a Research Associate at the University of Wolverhampton. For most of his career, David has worked within the West Midlands automotive component supply industry in the field of research and development, although recently he spent a brief spell employed in supply chain data analysis for an aerospace company. His original academic discipline was chemistry, and David obtained a PhD from the University of Birmingham for research into the catalytic polymerisation of olefins. From polymer synthesis, David moved on into material science in the field of engineering within the Lucas Group. He worked in a variety of roles for the group with responsibilities for research, manufacturing systems, quality, and design. Meanwhile the business became part of Automotive Lighting, a global supplier of vehicle lighting products. Now established in engineering, in 2005 David obtained an MSc with distinction in Advanced Technology Management in Engineering from the University of Wolverhampton. He has brought data management and a long experience in research to this project.



**Paula Simeon** is a Research Associate at the University of Wolverhampton. Paula's professional background and experience includes business management innovation and growth, operations management, marketing management, project management, financial management, audits and performance reviews, coaching and consultancy. She has considerable experience of working in private and public sector firms, as accountant, auditor, and business development executive for SMEs. Paula's interests are in the areas of business innovation, university/business collaborations, mergers and acquisitions, and foreign direct investments. She has an MBA (Master of Business Administration) with a research focus on mergers and acquisitions, as well as an MSc in Finance and Accounting, with a research focus on the efficient market hypothesis; both obtained from the University of Wolverhampton. She is a Fellow of the Chartered Management Institute.



**Dr Andrew Jones** is a Research Associate at the University of Wolverhampton. Andrew obtained his PhD from the University of Wolverhampton in 2014. The thesis investigated the motivations and consequences behind foreign direct investment entering the English Premier League. He has also worked as a Visiting Lecturer at the university and has taught in areas such as the dynamics of multinational companies and managerial economics. His research interests include football finance, football club regulation, sports ownership models, and trends in foreign direct investment flows. He also holds an MA in International Business.



**Shazad Saleem** is a Research Associate at the University of Wolverhampton. Shazad is a young, passionate interdisciplinary researcher, who has a background in sports and exercise science. He obtained an MRes in Sports Research in 2013 from the University of Wolverhampton. Shazad has worked as a teaching assistant at the university, where he also conducted research and designed an intervention in active learning in higher education. His main research interests are data analysis in sports and business performance, imagery in sports and exercise performance, emotional regulation in performance, university/business collaboration, and innovation.



**Dr Michael Stokes** is currently working as a consultant largely with clients in the post-16 sector and was formerly Senior Lecturer at the University of Wolverhampton, where his work focused on mentoring, coaching and leadership, and management in education. He was responsible for the development, management and delivery of national programmes in facilitating change and mentoring and coaching for the government Skills for Life programme. His interest in these areas is built on his long experience as a senior manager in FE. He has a PhD in Continuing Education, an MSc in Transportation and Traffic Planning, and an MSc in Environmental Resources.

